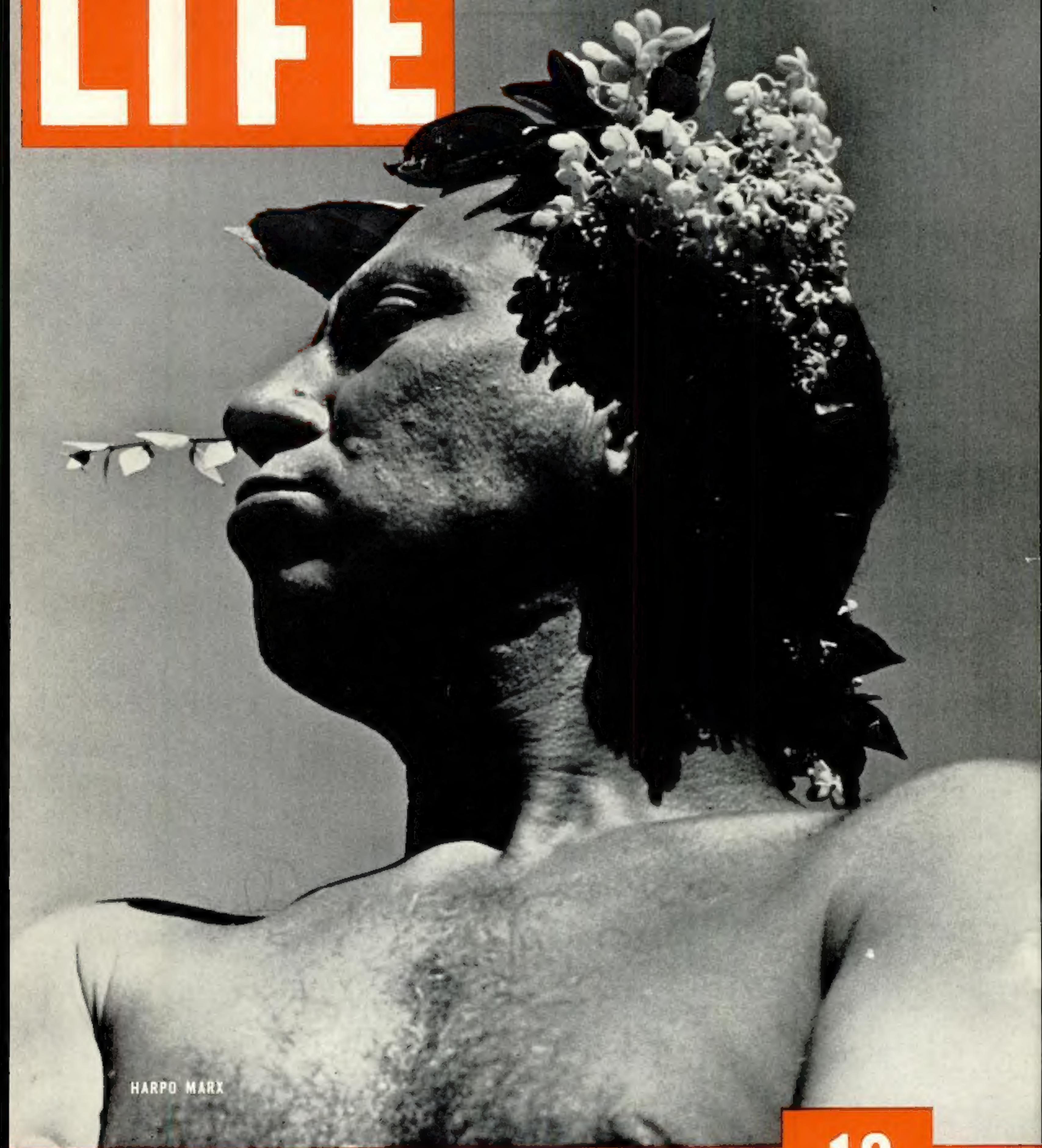


LIFE



HARPO MARX

SEPTEMBER 6, 1937

10 CENTS

When you ask for
HURFF Pork and Beans...

**YOU GET BEANS WITH JERSEY
TOMATO SAUCE... the grandest
sauce you ever tasted!**



EVEN if you like Hurff Pork and Beans only a little better, it's well worth your while to ask for them—for the little things in life make a big difference.

But—we'd be willing to bet a basket of our rich, ripe, pedigreed Jersey tomatoes that you're going to like them a lot better and eat a lot more of them than any beans you ever tasted.

Boastful? We don't aim to be!

But being farm folk, we do know our beans and some of us have been working with finer fuller-flavored Jersey tomatoes for more years than we like to own up to.

Of course, the kind of tomatoes that make the sauce for Hurff Pork and Beans fit for a king (or a queen) don't just "grow on trees" as the saying is. Each summer seed tomatoes are examined and approved by inspectors of the New Jersey State Department of Agriculture. The seeds from these tomatoes are removed, cleaned, certified and sealed in bags under the direct supervision of these state officials. Hurff sells these seeds to the growers and buys back the tomatoes they produce, thereby maintaining uniformity of quality and flavor.

Do we hear you say—"And so what?"

So—ask your grocer for Hurff Pork and Beans with that grand Jersey tomato sauce and see what you've been missing!

HURFF PORK and BEANS

Seasoned, cooked and packed at Swedesboro by
HURFF..The Jersey Tomato People



**HURFF
TOMATO
ASPIC**
—all ready to mix and mold. Better and more convenient than synthetic powdered form. Try it and appreciate the difference. You'll always want to keep a can on hand.

**HURFF
TOMATO
CATSUP**
with a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes as so many are.

**HURFF
TOMATO
JUICE**
with a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

**HURFF
TOMATO
SOUP**
Ready to serve! Greater body and richness than most ready-to-serve tomato soups...and more economical than condensed soups as it can be diluted to suit the taste.

**HURFF
TOMATO
JUICE COCKTAIL**
Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning. It's a product you'll take pride in serving on your table.

**HURFF
TOMATO
PUREE**
for making tomato soups, tomato sauce or adding delicious tomato flavor to various dishes. Its consistency approximates that of apple butter—its fame is nation-wide.

Ask for
HURFF

Tomato Juice
Tomato Juice Cocktail
Tomato Catsup
Tomato Soup
Tomato Puree

Tomato Aspic
Pork and Beans
Squash
Spaghetti
Asparagus

Vegetable Soup
Bean Soup
Pea Soup
Pumpkin
Hominy

EDGAR F. HURFF COMPANY • Swedesboro, New Jersey

ROLAND
HARPER



When You Want to picture the swift, exciting action of a game like this, you need a film you can depend on... *every time*. There's seldom a chance for a remake.

The picture shown here was made on Agfa Plenachrome Film... the film you *can* rely on to give you better results under ordinary conditions, surprisingly good results under difficult conditions.

Agfa Plenachrome is noted for high speed, wide latitude, high color sensitivity and remarkably accurate re-

sponse to light values. It gives your pictures the lights and shadows, the subtle tones, the depth and roundness that will make you proud of your work with the camera.

Try Agfa Plenachrome for your next pictures. We're confident the result will prove Agfa's greater factor of safety...the "extra margin of quality" that enables us to offer you every roll with the guarantee of "Pictures that satisfy or a new roll free." *Made by Agfa Ansco Corporation in Binghamton, New York.*



AGFA FILM

This One



8UGJ-YEF-ETX3

"DANDRUFF HAD ME IN DESPAIR UNTIL..."

MY HAIR
WAS DULL



FLORENCE
GAVE ME
A TIP



SHE WENT
TO WORK



Before I knew it I had a case of dandruff that simply defied relief. I had tried everything but my hair got duller and dryer. Jim, my husband, had a severe case also. I was wondering what to do next when into the room popped Florence Casey. Florence is one of those up-to-the-minute-on-everything girls. She's gone back to her old job of nursing, so her opinion counts on medical matters.

"Dandruff," she chortled, "it's about time you stopped fussing with those old-fashioned remedies you are using. They aren't even antiseptic. Don't you know that doctors have found that a germ causes dandruff, and that Listerine is a simply marvelous treatment, because it kills the germ so quickly. You needn't worry about it bleaching your hair, either."

Without another word she strode into the bathroom and emerged with my Listerine. "Here goes for your first treatment," she laughed, and parted my hair—applying several droppers full of Listerine. Then she began a vigorous massage that lasted perhaps five minutes. "Exactly this same treatment got results for 76% of the dandruff patients in a New Jersey clinic," she said.

MY SCALP
FELT
WONDERFUL



IT WORKED
FOR JIM,
TOO



HERE'S THE CAUSE



Pityrosporum ovale, which causes dandruff, as it looks under the microscope, magnified many times.

"If this works for you as it has for others," Florence rattled on, "you will see results you simply didn't think possible. Listerine surrounds each hair, penetrates into the follicles and kills the germ that causes dandruff. It strikes at the cause—not merely the symptoms. And it soothes the scalp beautifully. But you must keep it up—dandruff cannot be cured overnight. That's important to remember."

Well, I kept the Listerine treatment up once a day for nearly three weeks. I must say I never had a more delightful experience! My hair—my scalp began to feel so fresh, so healthy, so young. The itching and burning stopped amazingly soon. At the end of that time there wasn't a trace of dandruff. For Jim, Listerine got even quicker results. His barber, too, says it's wonderful.

When scientists discovered that the stubborn germ *Pityrosporum ovale* causes dandruff, the entire method of medication changed. For the first time dandruff was treated for what it really is—a germ disease.

The results obtained by Listerine Antiseptic in laboratories and clinics are nothing short of phenomenal. No other remedy that we know of can show such results backed by clinical proof. Rabbits with dandruff were treated on one side only, with Listerine Antiseptic, once or twice a day. At the end of fourteen days on the average there was no sign of dandruff on the sides thus treated. On the untreated sides dandruff was still in evidence.

In a mid-western skin clinic a substantial number of dandruff patients who massaged their scalps once a day with Listerine obtained marked relief in an average of two weeks. In many other cases scalps were found to be absolutely clear and free from dandruff in periods ranging from three to eight weeks.

In a New Jersey clinic, 76% of the patients who used Listerine twice a day showed either a complete disappearance of, or marked improvement in symptoms of dandruff at the end of three weeks.

If you have any evidence of dandruff, start now with Listerine Antiseptic and massage at least once a day.

LISTERINE

FOR THE
POSITIVE
RELIEF OF

DANDRUFF



The Safe
Antiseptic



LAMBERT PHARMACAL CO., St. Louis, Mo.

When Doctors "Feel Rotten"

-This Is What They Do!



ARTIE MCGOVERN

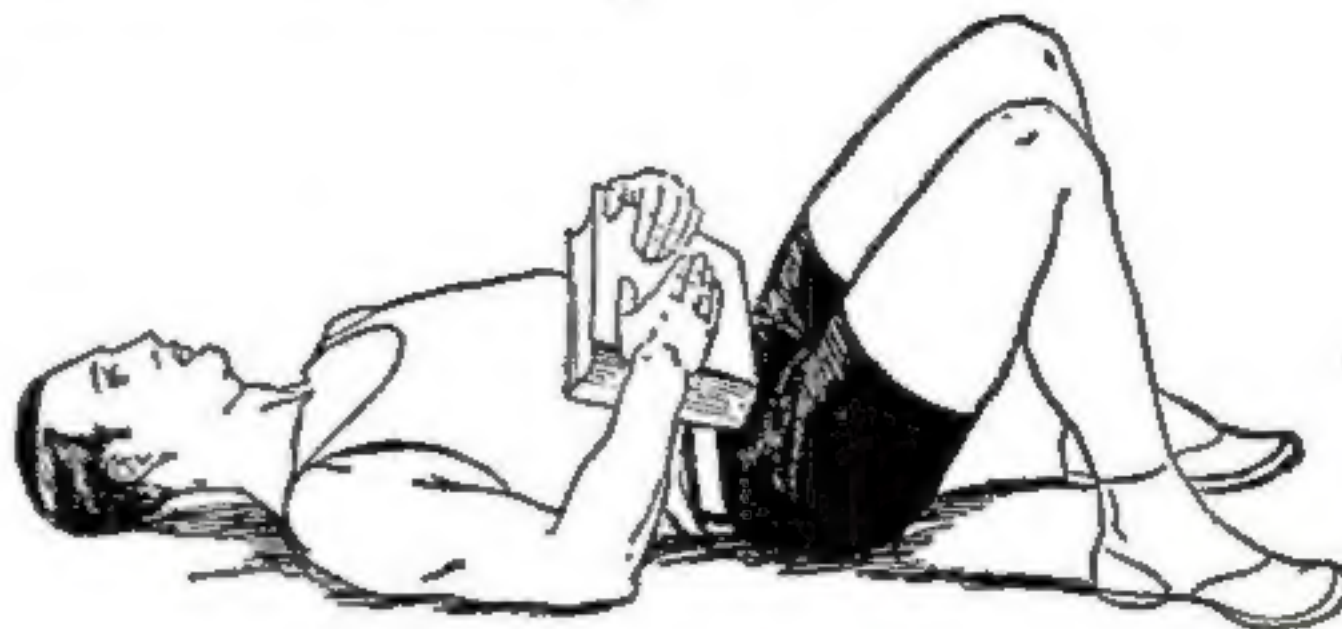
Formerly Director of New York Physicians Club. National Amateur Champion Boxer at 16! Learned science of training in prize ring days, but realized after opening first gym, he should know more about workings of human body. So he studied at Cornell University Medical Clinic, where he was also physical director for 8 years.

Today, at 45, is a model of physical perfection—stronger and more active than the average college athlete.

HOW can many of New York's busiest physicians stand up under their gruelling duties? Why are their nerves so steady, their minds so clear after nights of broken sleep and days of fatiguing work?

The answer is simple. They follow the rules for health described by Artie McGovern in his new book. Many not only go to McGovern's famous gymnasium in New York, but asked him to become Physical Director of the New York Physicians' Club!

These doctors are too wise to fall for work-outs that leave the "patient" gasping, dizzy, exhausted, the kind of exercise that does more harm than good. And not only doctors have benefited by McGovern's safe, sane methods. Among the nationally known people who have used them are: Grover Whalen, Walter Lippmann, Vincent Richards, Babe Ruth, Gene Sarazen, Rube Goldberg, Frank Sullivan, Paul Whiteman, Isaac Marcossou.



The exercise shown above (which may be done while you are lying in bed) is one of the best you can do! On the other hand, such stunts as bending over and touching your feet with your hands are some of the **WORST** you can do—on a par with trick food fads and crazy diets. McGovern's book shows you how to keep fit **WITHOUT** such drudgery or exhausting exercise!

Artie McGovern doesn't make you give up smoking, cocktails, juggle calories or vitamins. He has no pills, trick reducing salts, tonics or apparatus to sell you. His famous Method is based upon sound scientific principles; the result of 20 years' experience in planning physical culture programs for people in all walks of life. Thousands have paid up to \$500 for the McGovern course—now so clearly described and illustrated in this great new book "The Secret of Keeping Fit"—the very same Method relied upon by thousands of doctors and men important in public life.

America's Greatest Trainer at Last Reveals His Secret of Keeping Fit!

In his new book Artie McGovern gives you "debunked" truth about exercise. He explodes popular fallacies. He shows you how to increase vigor, feel better, relieve constipation, and either lose weight or put on solid pounds—how to get more enjoyment out of life. Your particular problem (depending upon the type of person you are) is treated as such.

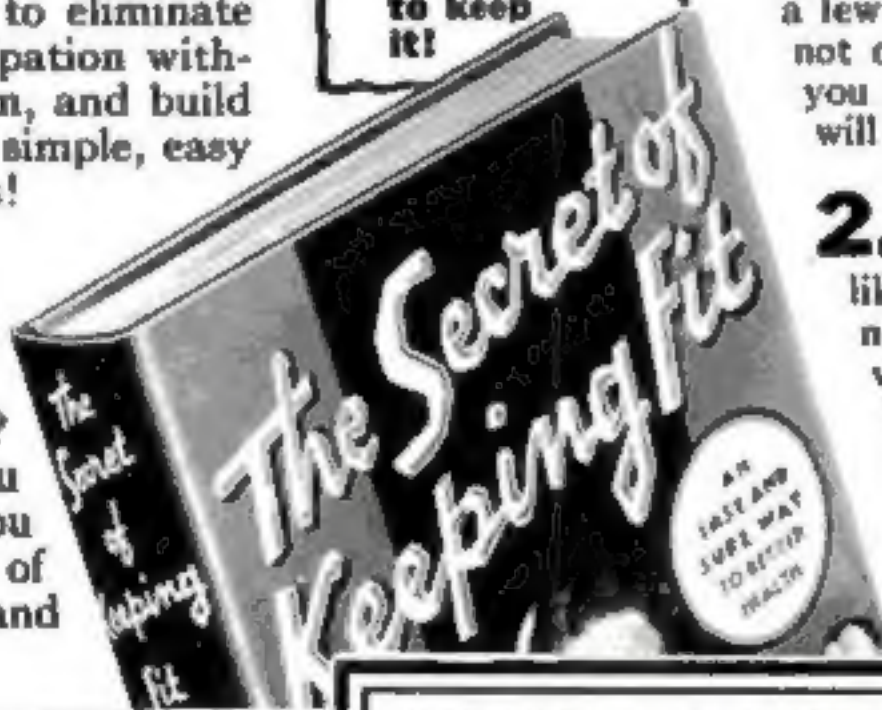
Here is a book of unvarnished truth about *your* body, *your* health, *your* living habits. It shows a *safe* way to control weight (the way *doctors* and *athletes* do); how to eliminate nervousness, sleeplessness; how to correct constipation without laxatives; how to tone up your entire system, and build reserve vitality to resist sickness. And all with simple, easy exercises you can do *at home*—without apparatus!

Are You Overweight—Run-Down —Constipated?

Do you feel run-down? Are your muscles flabby? Are you overweight or underweight? Do you take laxatives? Do you sleep poorly? Do you wake up tired? If your answer to one or more of these is "Yes," then you owe it to yourself and family to try the McGovern method.

Price
\$1.98

—If you decide
to keep
it!



TRY THE MCGOVERN METHOD ON THIS

30-DAY DOUBLE GUARANTEE

The McGovern Method has worked for thousands and can therefore be sold on these terms:

1. Send no money with the convenient coupon below. When postman hands you your copy of Artie McGovern's new book, **THE SECRET OF KEEPING FIT**, deposit with him the Special Offer price of only \$1.98, plus a few cents postage. If, after five days' reading, you are not convinced that the McGovern Method is just what you need and want—you may return it and your money will be refunded at once.
2. If, after applying for 30 days the principles clearly given in Mr. McGovern's book, you don't feel like a new person, vibrant with glowing health and new-found "pep"—if you aren't thoroughly convinced by actual **RESULTS** that it is working wonders for **YOU**—you may even then return the book for a full refund.

Clip and mail this coupon—without money NOW!
SIMON AND SCHUSTER, Inc., Dept. 629, 386 Fourth Avenue, New York City.



BABE RUTH

—What the McGovern Method Did for Him

	Before	After
Weight.....	256	216
Neck.....	17 1/4	15 1/4
Chest.....	43	48
Expanded.....	45 1/2	47
Waist.....	49 1/2	38
Hips.....	47	41
Thigh.....	25	23
Calf.....	16 1/4	15

WOMEN

Some of the famous women who have taken the McGovern Course are Maureen O'Connell, Julia Hoyt, Babe Didrikson, Mrs. Morgan Belmont, Hannah Williams.



GENE SARAZEN

Says:

"McGovern's Course of Health Building is the most effective, valuable exercise system I have ever experienced. In previous years I have tried various methods to keep in good trim, but none compares with yours for getting results."

"Your health-building program has been of untold value to me. I heartily recommend it to golfers both professional and amateur, and I am also convinced that it will prove a blessing for any average man or woman."

SIMON and SCHUSTER, Inc., Dept. 629 386 Fourth Ave., New York City

Send me a copy of Artie McGovern's new illustrated book, "The Secret of Keeping Fit," which tells in complete detail the methods Artie McGovern uses in keeping doctors and famous men and women in all walks of life up to par. When postman delivers it, I will pay \$1.98, plus few cents postage charges. (Outside U. S. \$2.25, Cash With Order.)

It is distinctly understood that, if I care to, I may return the book within 5 days. It is also understood that, if putting Mr. McGovern's Method into practice does not, within one month, produce the actual results I want, I am to have the privilege of returning the book. In either case my \$1.98 is to be refunded at once.

Name.....
(Please Print Plainly)

Address.....

City..... State.....

☐ Check here if you are enclosing \$1.98 herewith, thus saving postage charges. Same refund privileges apply, of course.

Candidly HERE ARE THE HIGHLIGHTS OF HOLLYWOOD



Who wouldn't take romance, when it's spelled G-R-A-C-E M-O-O-R-E! Here's by all odds her finest and funniest picture.



GRACE MOORE "I'LL TAKE ROMANCE"

With MELVYN DOUGLAS • Stuart Erwin
Directed by EDWARD H. GRIFFITH

Between contracts and kidnapers, Grace has troubles aplenty. But she comes up smiling—more gorgeous, more glamorous than ever before.



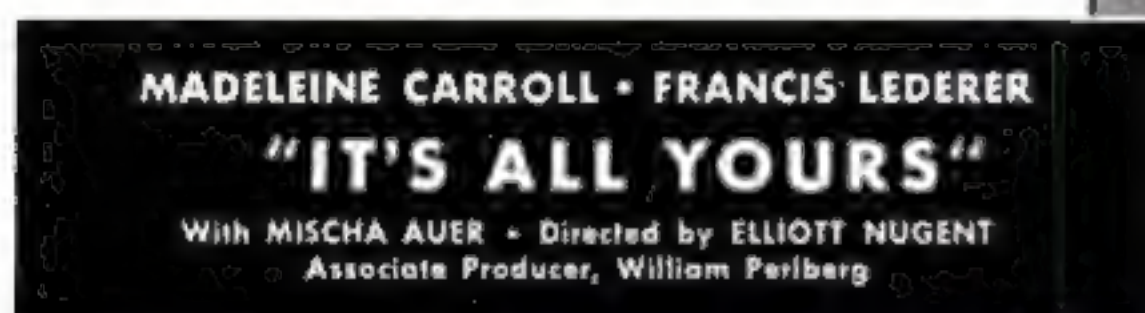
IRENE DUNNE • CARY GRANT "THE AWFUL TRUTH"

With Ralph Bellamy • Alexander D'Arcy • Joyce Compton
Produced and Directed by LEO McCAREY
Associate Producer, Everett Riskin

Why did his wife have to hide Jerry Warriner in the bedroom when her best friend visited her? This and other novel romantic questions are answered uproariously in this brilliant version of a Broadway hit.



"Theodora" goes wilder than ever untangling new angles in this tantalizing love triangle. . . . See how a society bride's sensational drawing-room dance shocked Park Avenue—and stopped a divorce!



MADELEINE CARROLL • FRANCIS LEDERER

"IT'S ALL YOURS"

With MISCHA AUER • Directed by ELLIOTT NUGENT
Associate Producer, William Perlberg

Hollywood's all excited about this gayest picture of the new season! Advance reviews call it "a sweetheart of a picture"—"swell entertainment." See why!

And now at last at popular prices—Frank Capra's production starring Ronald Colman—"Lost Horizon."

COLUMBIA PICTURES

Ask your theatre for dates of these attractions.





The KLEENEX* HABIT

soothes noses
during hay fever!

• For welcome relief from an inflamed sore nose, put aside your handkerchiefs and adopt the habit of using Kleenex Disposable Tissues during hay fever and colds. See how much more "human" you feel when you use a fresh dry tissue each time, so soft and soothing that irritation is practically impossible.

New Low Price!
2 boxes for 25c
Regular 200 sheet Kleenex



No waste! No mess!
Pull a tissue—the next one pops up ready for use!

KLEENEX*
DISPOSABLE TISSUES

(*Trade-Mark Reg. U. S. Patent Office)

LETTERS TO THE EDITORS

Satisfied Scientist

Sirs:

I wish to express my genuine appreciation of the careful and discriminating manner in which you handled the pictorial notice of our recent volume on Feeding Behavior in Infants (LIFE, July 26). I am pleased to find that the infant, when treated with editorial skill, seems to hold his own even though surrounded by such weighty themes as fascism and communism, by brachystola magna, tustara, and Mr. Rockefeller, to say nothing of the irrepressible Charlie McCarthy. By giving the infant real status in such competition you have made an educational contribution of far reaching value. The selection and arrangement of the pictures were excellent.

Without attempting further analysis of your skill let me express again my satisfaction in the effective way with which you treated our materials.

ARNOLD GESELL, M.D.
The School of Medicine
Yale University
New Haven, Conn.

Photographer at Rabaul

Sirs:

The following little side-light on the Rabaul eruption photos (LIFE, July 12) may interest you and P. A. Stoneback:

One of the passengers arriving from Australia aboard the S. S. *Monterey* at San Pedro on July 12 was a Mr. Karl Isler. Learning from my niece (also a passenger) that Mr. Isler had spent the past six years in New Guinea, I thought he would be interested in the pictures appearing in the then current issue of LIFE. On showing them to him, he casually remarked that he had taken several of them.

Isler, a German flier during the World War, has been employed by New Guinea Airways since 1931. In obtaining his photos of the Rabaul eruption and subsequent damage, Isler made his flight with the New Guinea Administrator, scooping by several days the cameramen of two news agencies who had to make the trip by plane from Australia.

Incidentally, I think LIFE exaggerates in estimating the loss of life at 400; the Administrator was officially commended for having evacuated the entire native population to Kokopo, 15 miles distant, at the first sign of danger. But one white man was killed, a photographer who climbed the Vulcan Island volcano several days after the eruption and reached the crater's rim, only to have the crust give way under his feet.

PAUL PEREZ
West Hollywood, Calif.

"Poor Fool"

Sirs:

Your description of an English cricket game (LIFE, Aug. 2) is so stupid and calculated to mislead people deliberately, that I am led to remark, Poor Fool!

Canadians know that most English games are played in a sportsmanlike manner and that the hooliganism and insults that accompany the American games are entirely lacking.

Your periodical is too blatantly American even for a Canuck, who

(continued on p. 6)



EVEN HERE, WHERE THERE ARE TWO MEN TO EVERY GIRL, I CAN'T FIND ROMANCE. I MUST BE DUMB!

OH, NO YOU'RE NOT... EXCEPT ABOUT YOUR SOAP. YOU'RE NOT A LIFEBOUY USER, ARE YOU?

WHY NO! WHAT'S SO WONDERFUL ABOUT LIFEBOUY?

IT CONTAINS A SPECIAL PURIFYING INGREDIENT NOT IN OTHER WELL-KNOWN TOILET SOAPS



LIFEBOUY CERTAINLY GIVES THE GRANDEST LATHER. IT NOT ONLY STOPS "B.O."—IT DOES WONDERFUL THINGS FOR MY SKIN



HOW CAN YOU DANCE EVERY DANCE AND STAY SO FRESH AND LOVELY? THAT'S A SECRET I LEARNED FROM A VERY WISE WOMAN

LIFEBOUY freshens, clears, brings out natural complexion beauty. Tests on all types of skin show it is over 20% milder than many leading "beauty soaps" and "baby soaps."

More American women use Lifebuoy for the bath than any other soap... Lifebuoy is equally the favorite of men and children... These facts were revealed when 8 popular magazines questioned 120,000 women.



Approved by
Good Housekeeping Bureau

MUCH Milder THAN OTHER LEADING SHAVING SOAPS

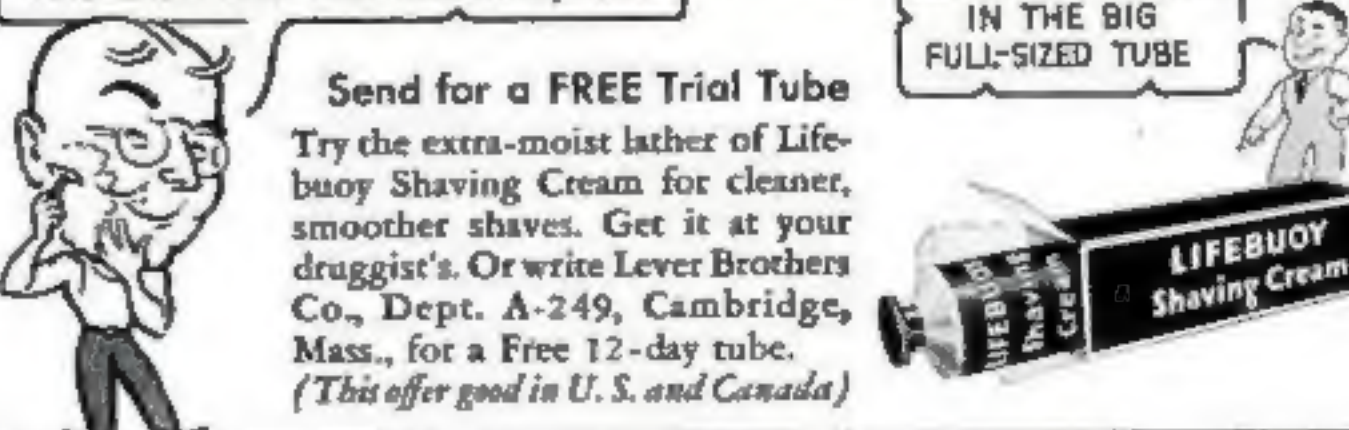
WHY SO BRIGHT AND CHIPPER THIS MORNING, M'BOY? IS IT THAT NICE CLEAN SHAVE YOU HAVE?

YES, SIR! AND LIFEBOUY SHAVING CREAM DID IT. ITS LATHER HOLDS 52% MORE MOISTURE THAN ORDINARY LATHERS. IT'S EASY ON THE SKIN, TOO. TRY IT.



BY JOVE, THE LAD WAS RIGHT! LIFEBOUY LATHER SOFTENS MY WHISKERS SO THEY COME OFF CLEAN AND EASY. MILD AND SOOTHING, TOO.

120 TO 150 SHAVES IN THE BIG FULL-SIZED TUBE



Send for a FREE Trial Tube
Try the extra-moist lather of Lifebuoy Shaving Cream for cleaner, smoother shaves. Get it at your druggist's. Or write Lever Brothers Co., Dept. A-249, Cambridge, Mass., for a Free 12-day tube.
(This offer good in U. S. and Canada)

LIFEBOUY
Shaving Cream



TOSS ME A KOOL

IT'S soothing to my throat. The mild menthol adds a refreshing flavor, yet none of the full tobacco goodness is lost. Toss me a KOOL... it's a skillful blend of excellent Turkish and Domestic tobaccos. And a coupon comes too—valuable coupons, good in the U. S. A. for handsome, useful premiums. Extra coupons come in every carton. Toss me a KOOL... it's quite a catch! Brown & Williamson Tobacco Corp., P. O. Box 599, Louisville, Ky.



SAVE COUPONS... MANY HANDSOME NEW PREMIUMS



Platinum-banded cocktail glassware. FREE. Write for illustrated 32-page Platinum-banded cocktail glassware. Shaker, 150 comp.; 6 glasses, 100 comp. B & W premium booklet, No. 14. Pitcher and ice bowl 100 coupons each.

RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

LETTERS TO THE EDITORS

(continued)

can see through your insular American nationalism.

HAL LEE

Saskatoon, Sask.

Style Piracy

Sirs:

It is a fair assumption that LIFE which is achieving the position of an American institution would not consciously convey a highly erroneous impression. The impressions directly conveyed by your article on style piracy (LIFE, Aug. 9) are: (1) That all efforts to curb style plagiarism have been futile; (2) That the reproduction of imports at different price points constitutes piracy and could be prevented by an efficient style-protection machinery.

It is true as stated in your article, that the patenting of apparel designs has not proved effective but you omitted mention of the fact that tangible progress has been made, through voluntary co-operative action, in abating the piracy abuse.

During the past five years, more than 200,000 original styles have been filed with the Registration Bureau of the Fashion Originators' Guild of America, Inc. The Guild comprises 180 manufacturers of ready-to-wear. Fourteen thousand retail stores collaborate with the Guild by declining to purchase copies of Guild members' originations. The effectiveness of the Guild's program is attested by the fact that the "market life" of an origination in a retail store has been increased from two weeks to eight.

With regard to the reproducing of imports, it is doubtful if even the most comprehensive patent protection would include this. These models are purchased by manufacturers in all price classes—and every purchaser has, obviously, equal rights to its use. The appearance of a reproduced import at different price points cannot, therefore, be accepted as conclusive evidence of piracy. Very few French imports are reproduced in this country. They provide ideas for American designers but the models created by the French couturiers cannot, except in rare instances as in the case of Mrs. Wallis Warfield's wedding dress, be successfully made and marketed here.

ALBERT M. POST
Executive Director Fashion
Originators' Guild of America,
Inc.
New York, N. Y.

Camp Prices

Sirs:

For 15 years, I have annually advised hundreds of parents about camps for their children. So I appreciate the splendid publicity you gave camps in your Aug. 16 issue.

The choice of the Aloha Camps was a happy one; but Mrs. Gulek should be designated as camp director instead of camp mother. Camp mother is used to designate the person in charge of midgets at a boys' camp.

Your statement that \$200-\$375 is the season's fee at "a fashionable woodland retreat" is hardly correct. \$300-\$450 would be correct figures.

RICHARD DESHON
New York, N. Y.



How a dozen men in the club got ATHLETE'S FOOT



Smith was a CARRIER*

SMITH didn't realize he was a victim of Athlete's Foot—spreading infection wherever he tread barefoot—until the skin between his toes got painfully raw.

Don't wait for serious trouble to develop before applying Absorbine Jr. If your feet have been exposed to damp surfaces—in the shower or locker-room at the club, at the beach or swimming pool—examine the skin between your toes at once.

Red skin calls for Absorbine Jr.

Is the skin red, irritated? Does it itch? Prompt application of Absorbine Jr. cools and soothes, and may ward off painful soreness. For as the infection progresses, moist white skin may appear, peeling in patches, with skin cracks, rawness and pain; use Absorbine Jr. to soothe the soreness and help the tissues heal.

If your case gets really serious, consult a doctor in addition to using Absorbine Jr., morning and night. Buy a bottle today and insist on the genuine. It has been tested and proved for its ability to kill the fungus when reached, a fungus so stubborn that infected socks must be boiled 20 minutes to destroy it. Absorbine Jr. is economical because it takes so little to bring relief. At your druggist's, \$1.25 a bottle. For free sample, write W. F. Young, Inc., 362 Lyman St., Springfield, Mass.

*"CARRIER" is the medical term for a person who carries infection. People infected with Athlete's Foot are "carriers." And at least one-half of all adults suffer from it (Athlete's Foot) at some time, according to the U. S. Public Health Service. They spread disease wherever they tread barefoot.

ABSORBINE JR.

Relieves sore muscles, muscular aches, bruises, sprains and Sunburn

DOES YOUR FOUNTAIN PEN OBJECT TO TRAVELING IN YOUR PURSE?

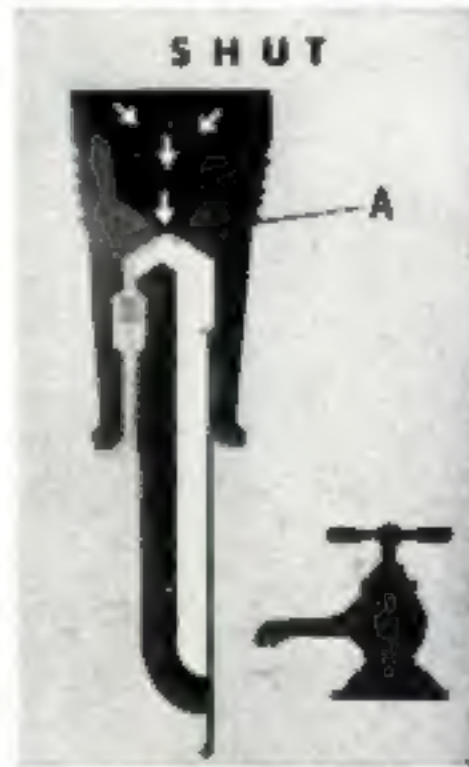
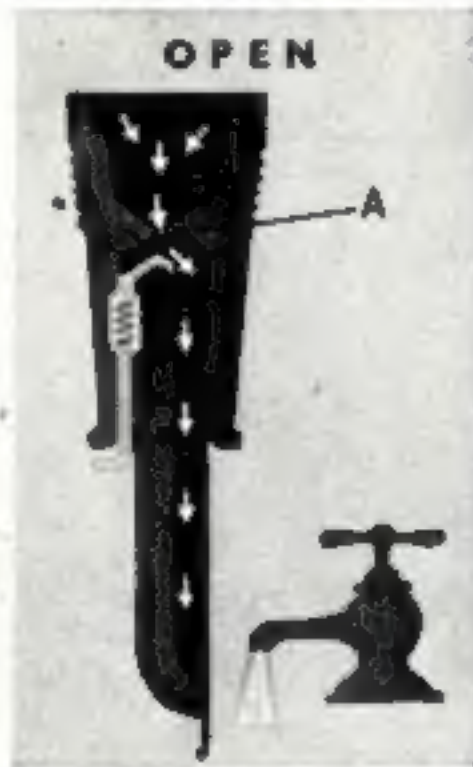


1 Watch out, lady!—If that's an ordinary fountain pen you're reaching for—be careful when you uncap it! Remember—you've been swinging that handbag of yours

around—and the ink is likely to have jumped from the pen barrel into the cap. If you had an Eversharp with the Safety Ink Shut-Off* that couldn't happen.



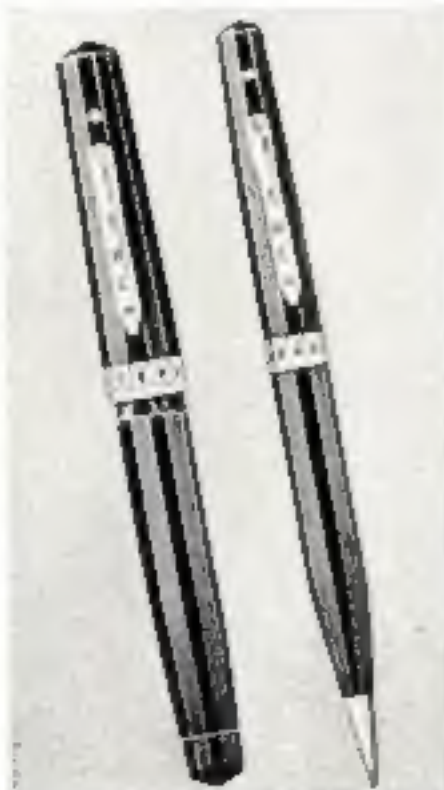
2 Good-by, Jane, I'll write!—And even after a spontaneous gesture like this—when you go to use that Eversharp pen in your handbag—the ink will still be in the barrel of the pen—where it belongs—not in the cap. That's what the Safety Ink Shut-Off does for you!



3 Opens and shuts like a faucet!—Eversharp's Safety Ink Shut-Off is open while you're writing. The ink flows from barrel to point as in the "open" picture. But when you screw the cap on tightly, the Safety Ink Shut-Off closes the ink channel "A"—sealing the ink in so it can't leak into the cap.



4 And here's a thought!—Why not one for your husband? His pen gets bounced around too. If he occasionally sprints to catch a train, or does a lot of traveling—by plane, motor, or bus—an Eversharp is the *safest* pen he can carry. And—he'd like an Eversharp pencil with it.



5 The safest pen to give!—As a gift, give an Eversharp pen with the adjustable point (slight additional cost). The person who receives it can adjust the point to suit his or her own stroke, pressure, and writing style. All Eversharp pens come in one-stroke vacuum or lever filler, and . . . they show when to refill! You'll find, too, that Eversharp's pens have greater ink capacity.

Gold Seal Eversharps, \$7.50 and up—unconditionally guaranteed during the life of the owner except against loss, theft or wilful damage, and subject only to a 35c servicing charge to cover handling cost, postage and insurance. Other models, \$2.75 and up. Pencils to match, \$1.25 to \$5. Prices slightly higher in Canada. The Wahl Company, Chicago, U. S. A.

*U. S. patent applied for

EVERSHARP

THE ONLY PEN WITH THE SAFETY INK SHUT-OFF



"How can explosion touch me?"

He had never had an explosion in his home and he didn't expect one. But, he reckoned without his neighbors. An explosion nearly a block away dropped heavy chunks of masonry through his roof. Explosion Insurance would have covered his loss, for it applies to damage whether the explosion originates on or off the premises.



You wouldn't gamble that your home will never be damaged by fire. Considering the low cost of fire insurance, taking that chance is unthinkable. By the same token, why gamble that fire may be the only cause of financial loss? Explosion is a constant threat. No community is ever immune from

windstorm. And, property-owners are often sued for injuries suffered on their premises.

Since a loss is a loss, no matter what the cause, it pays to have all-around insurance, the cost of which is surprisingly small. Just what policies should you have? Ask a North America Agent, or

your broker, to advise you. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

North America Protection

includes practically every form of insurance except life. Here are some of the coverages available for protecting the home:

RESIDENCE CONTENTS covers damage to household furnishings by fire or other specified hazard.

SUPPLEMENTAL CONTRACT covers damage by explosion, windstorm, hail, riot and civil commotion, falling aircraft and "wild" motor vehicles.

RENTAL VALUE pays rental value of home while being made habitable following damage by fire or other specified cause.

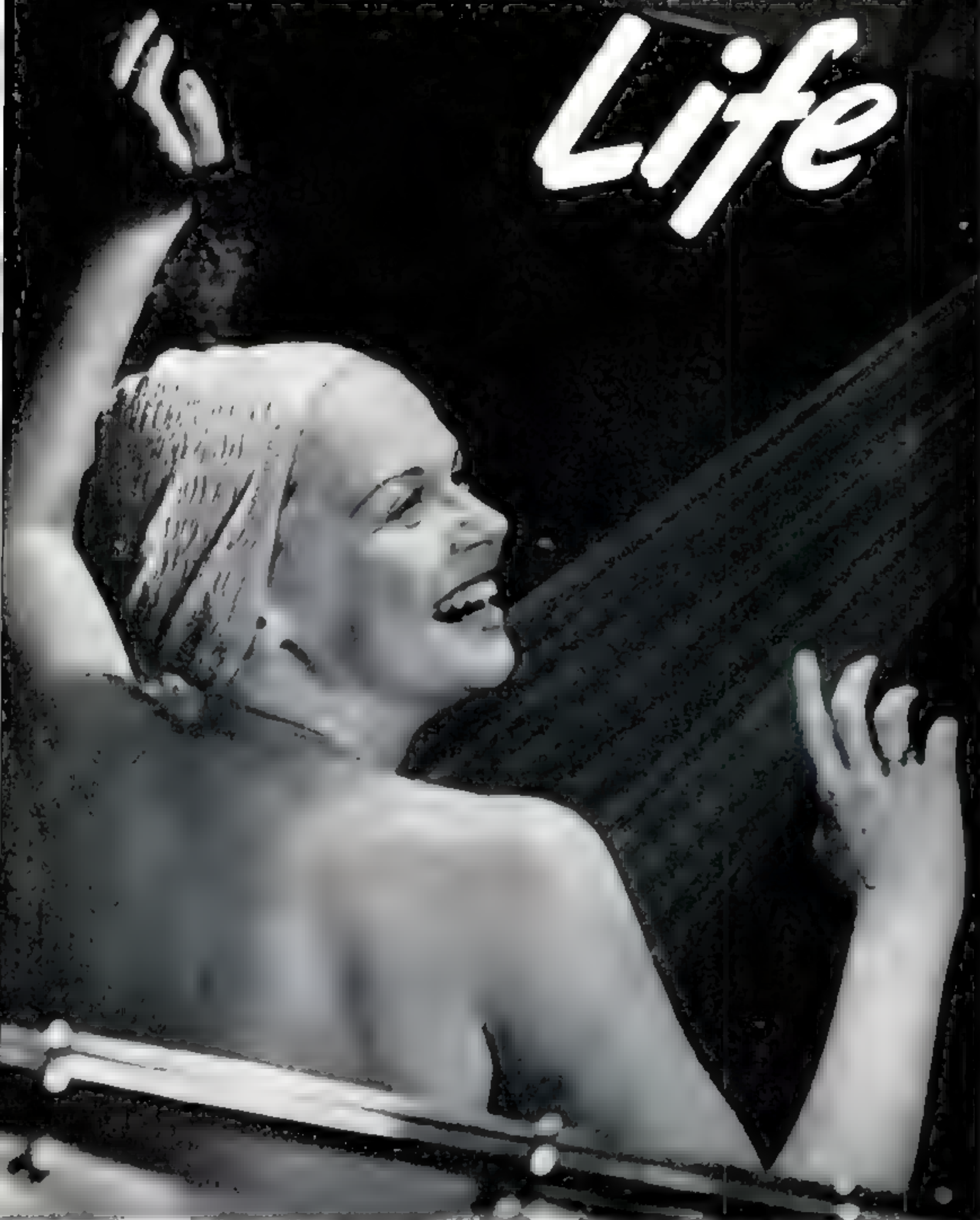
BURGLARY covers loss and damage to property by burglary or attempted burglary.

OWNERS, LANDLORDS & TENANTS LIABILITY covers claims for injuries to the public sustained on the premises.

North America Group Agents

Nation-wide representatives of INSURANCE COMPANY OF NORTH AMERICA and its affiliated companies: INDEMNITY INS. CO. OF NORTH AMERICA, THE ALLIANCE INS. CO. OF PHILA. • PHILADELPHIA FIRE & MARINE INS. CO. • NATIONAL SECURITY FIRE INS. CO. • CENTRAL FIRE INS. CO. OF BALTIMORE

THE BATHROOM COMES TO *Life*



Bathroom beauty starts with color...and color in the bathroom starts with a new CHURCH SEAT...it's the economical way to bring new beauty to the bathroom. CHURCH SANI-SEATS are covered with a solid sheathing, not painted or varnished. The color is

sealed in by the glass smooth, waterproof plastic sheet that will not crack, chip or peel...It won't fade, or wear, or wash off, because it can't. Plain soap and water keep CHURCH SANI-SEATS clean and spotless. And they cost no more than others.



To Readers of Fortune and 15 other magazines CHURCH tells a story of Bathroom Beauty for business and industry—highlights the hard rubber Sani-Black SEAT. Unbreakable, impervious to acids, time or abuse, it never needs replacing...outlasts the building in which it is installed!



ASK ANY MASTER PLUMBER FOR

CHURCH
Sani **SEATS**

"THE BEST SEAT IN THE HOUSE"

4 STEPS TRANSFORM a faded, shabby bathroom into one that sparkles with life and color...



1. Reach for your phone and call your Master Plumber. Tell him you want to dress up your bathroom with a new CHURCH Toilet Seat in white or color.



2. Select the color that pleases you best from a great variety of brilliant CHURCH SEAT colors in plain or pearl finish. Match it to fixtures or to walls.



3. Colorful accessories keyed to CHURCH SEAT colors are found in all stores. Select towels, bathmats, curtains to harmonize with the CHURCH SEAT color you've selected.



4. Complete! A colorful new CHURCH SANI-SEAT makes Bathroom Magic easy...makes all the fixtures look like new...brings life and sparkle to the entire room.



FREE BOOKLET

"Bathroom Magic" shows 24 new color schemes based on brilliant CHURCH SEAT colors. There's a color table for your bathroom in it. Mail the coupon to Dept. LM-9 for your copy today.

C. F. CHURCH MFG. Co., Dept. LM 9
Div. of American Radiator & Standard Sanitary Corp.
Holyoke, Mass.

Send me your free booklet "Bathroom Magic with Color."

Name _____

Address _____

City _____ State _____

SPEAKING OF PICTURES . . .



"On Broadway we took this picture of big-town sharpshooters. The rifles are chained to racks. Four thousand customers a day visit this Broadway Sports Palace near 51st St."



"On Fifth Ave. you expect to find America's most fashionable women. But sometimes what you see is this. The brownstone house at upper left is the Cornelius Vanderbilt home."

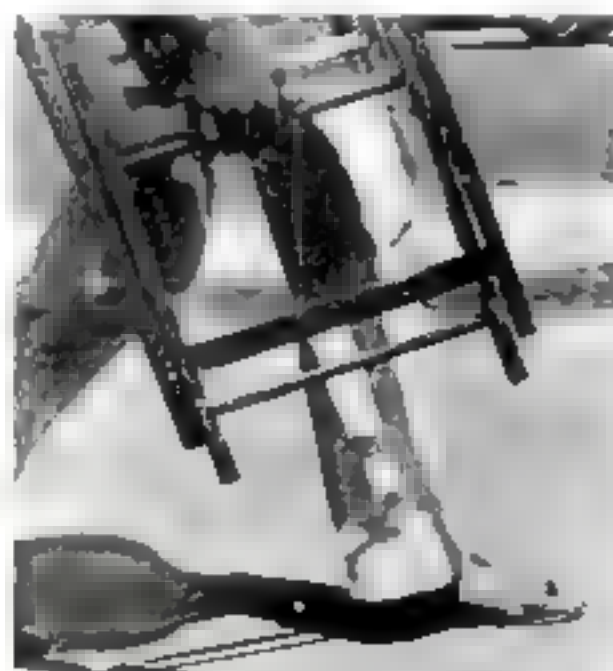


"At night clubs, out-of-towners entertain out-of-towners. Most chorus girls at the Paradise on Broadway come from farms or small towns."



"A big night at the Paradise found guests at the next table bored. One of them fell asleep. All these people

are out-of-towners. So are many New York cops, taxi drivers, hotel clerks, milkmen and waiters."



"MORE PEOPLE PASS 42ND ST. AND BROADWAY THAN ANY OTHER CORNER IN THE WORLD. AND THIS IS WHAT SOME OF THEIR FEET LOOK LIKE"

MUNCIE LOOKS AT MANHATTAN

Last spring LIFE sent Margaret Bourke-White to Muncie, Ind. to photograph America's most typical small town, the "Middletown" made famous by Sociologists Robert and Helen Lynd. Her pictures of Muncie at home and at work (see LIFE, May 10) were acclaimed an important American document. In August, John Lewellen and his wife Wilma, of Muncie, came to New York. Knowing Mr. Lewellen to be an ace camera-reporter on the *Muncie Evening Press*, LIFE assigned him to photograph New York as it looks to a Midwesterner on his first visit.

So for a week John and Wilma Lewellen of Muncie aimed their Contax at Manhattan street corners, skyscrapers, parks and inmates. Incidentally, they made their own shrewd observations about New York and New Yorkers. Their own words provide captions for their pictures on these pages. Times Square to the Lewellens was a sort of perpetual carnival—"the sort of thing Muncie can stand only one week a year." Mrs. Lewellen didn't think much of New York women's clothes. To both of them much that they saw was ridiculous. And here is their crowning insult to a "big hick town": "Muncie kids will have to come to New York to see what a horse looks like."



"Wall Street is around the corner from where this picture was taken on a busy day in the U.S. banking centre."



"Public petting is considered hick in Muncie. There such things are done in private. But in New York you see it everywhere, and nobody seems to mind. These three pictures record what seems to be an everyday occurrence in New York's Central Park. The scene took place within

full view of one of the principal footpaths. The pictures were taken without the couple's knowledge until after the middle picture. Then the girl heard the shutter click and hid her face. Not that she seemed embarrassed. In fact, she began to laugh. Her escort, didn't even bother to stop."

A hit with the headliners...this

FRIENDLY STIMULATION

"AND A BIG HIT, TOO!" SAYS BADMINTON CHAMPION J. F. DEVLIN, winner All-England championships 1925-29, author "Badminton for All."



"PERKS ME UP!" SAYS ANN LEAF, well-known CBS organist. "When I'm tired, need a lift . . . there's nothing like the Friendly Stimulation of a cup of Maxwell House! And besides—it's *one* coffee that's always fresh!" (That's because Maxwell House is packed in the Vita-Fresh can, Miss Leaf!)



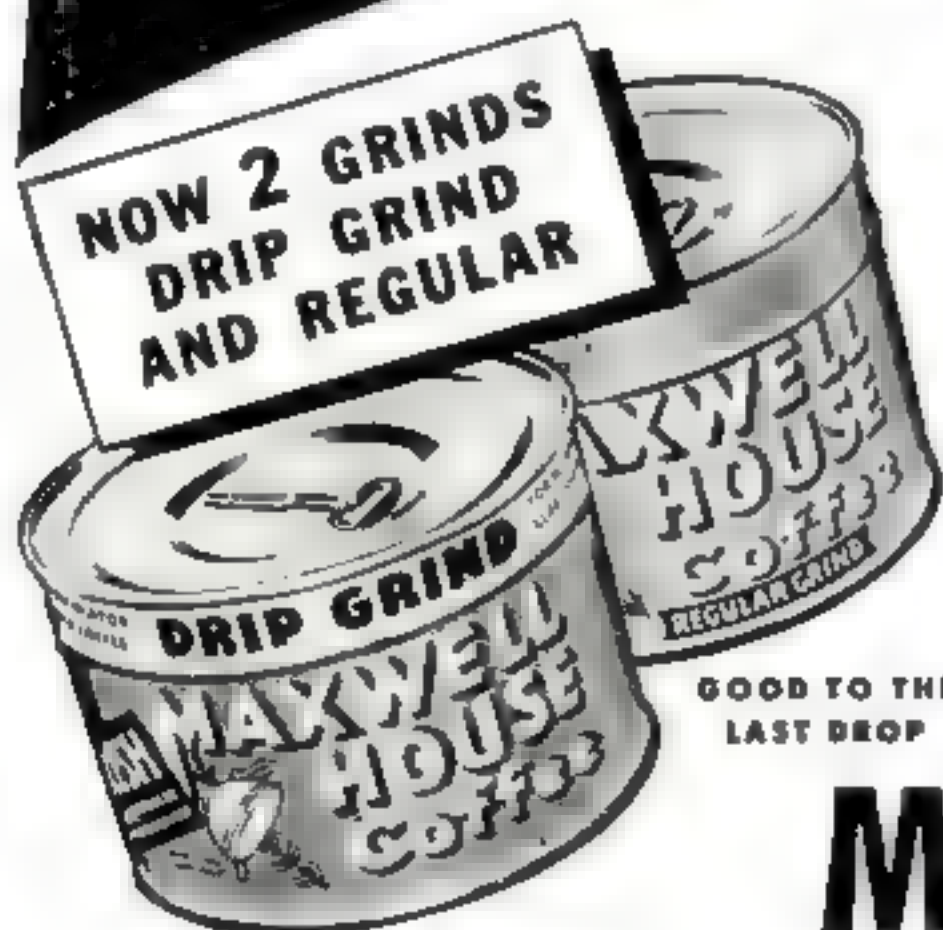
"THERE'S FLAVOR FOR YOU!" SAY ALAN MARSHAL, of Selznick International Pictures, and LOLA LANE, featured in "Marked Woman", . . . and millions of other discriminating coffee-drinkers agree. Maxwell House is a blend of the finest coffees grown—that's why it's so delightfully mellow and rich.

FULL VALUE FOR YOUR MONEY. Are you sure you are getting, in the coffee you buy, *all* the flavor you pay for? Are you sure you are getting *full* value for your money?

Science knows only one way to bring you coffee *without* loss of flavor . . . to bring you coffee as *fresh* and delicious as the hour it was roasted. And that is to pack it in the super-vacuum, Vita-Fresh can you open with a key.

Maxwell House is the *only* coffee that comes to you in just this way. You always get full value in flavor, freshness and rich, coffee goodness. A product of General Foods.

TUNE IN! Maxwell House Show Boat, with Charles Winninger, every Thursday night, over the NBC Red Network.



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MAXWELL HOUSE COFFEE

SPEAKING OF PICTURES

(continued)



JOHN LEWELLEN PHOTOGRAPHS ROCKEFELLER CENTER

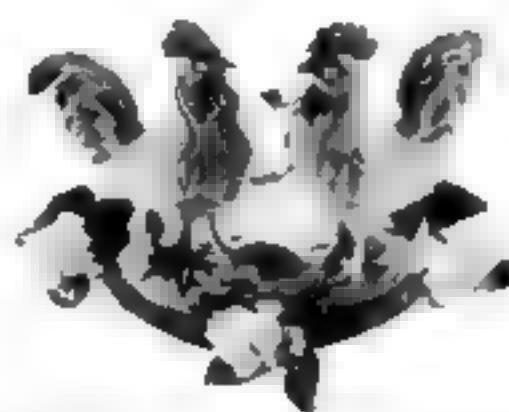


Visitors from Muncie, John and Wilma Lewellen, spend an evening setting off flash bulbs to photograph the strange antics of New Yorkers at the Paradise night club.



DON'T LOOK NOW, PETE—
BUT THAT MRS. ROYCE
IS EYEING THE TABLE-
CLOTH AGAIN!

I TOLD YOU SHE'D NOTICE!..
THAT LAZY SOAP OUR LADY
USES DOESN'T WASH CLEAN.
I WISH SHE'D CHANGE TO
FELS-NAPTHA SOAP AND GET
RID OF TATTLE-TALE GRAY



And alive, how people's eyebrows
do go up if there's the faintest hint
of tattle-tale gray in your linens and
things.

But why risk it? Why put up
with half-clean clothes—when
Fels-Naptha Soap makes it so easy

to hurry out ALL the dirt

That's because Fels-Naptha
brings you *two* peppy cleaners in-
stead of one. Its richer *golden* soap
and *lots* of *naptha* loosen the grim-
est, deep-down dirt. When the wash
is over, your clothes are so sweet
and white it's a thrill to iron them.

You'll love the gentle way
Fels-Naptha treats your hands, too.
There's soothing glycerine in every
golden bar

Ask your grocer for Fels-Naptha
today and try it! You'll have easier
washes! Lovelier washes! And none
of that pesky tattle-tale gray!

COPR. FELS & CO. 1937

BANISH "TATTLE-TALE GRAY"

WITH FELS-NAPTHA SOAP!

The big fellow helps us

HERE you see one of the most modern freight locomotives used by American railroads.

It develops 6,500 horsepower. It can haul freight 70 miles an hour. It can highball a string of loaded box cars more than a mile long.

That the railroads are using such mighty engines is a good thing for everyone.

Take shippers, for instance. Costs, and therefore rates, are directly affected by the number of cars which modern locomotives can pull. If trains were as short as they were thirty-six years ago it would add more than three quarters of a billion dollars to the annual freight cost, based on 1936 traffic.

Or take wages. The railroads' ability to meet present-day pay rolls depends on low cost operation—and the length of the modern freight trains largely determines such costs.

Or take safety. Longer trains reduce the chance of grade crossing accidents and collisions, because the more trains you have

on a track, the more chance of accidents. As a federal court recently said, "The frequency of train and train-service accidents is directly related to the number of train units operated."

Everyone knows the great safety record of the railroads today. And during the period from 1923 to 1936, when the length and speed of trains showed a striking increase, the frequency of train accidents of all sorts decreased 58.5 per cent, and head-on and rear-end collisions decreased 64 per cent.

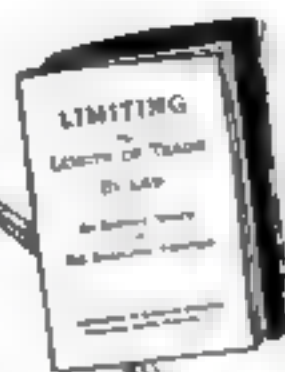
Here in plain terms is the great story of how the railroads keep abreast of the times.

American railroad rates are the lowest in the world;
American railroad wages the highest.

For that, give a good part of the credit to the "big fellow" and the long modern trains he pulls.

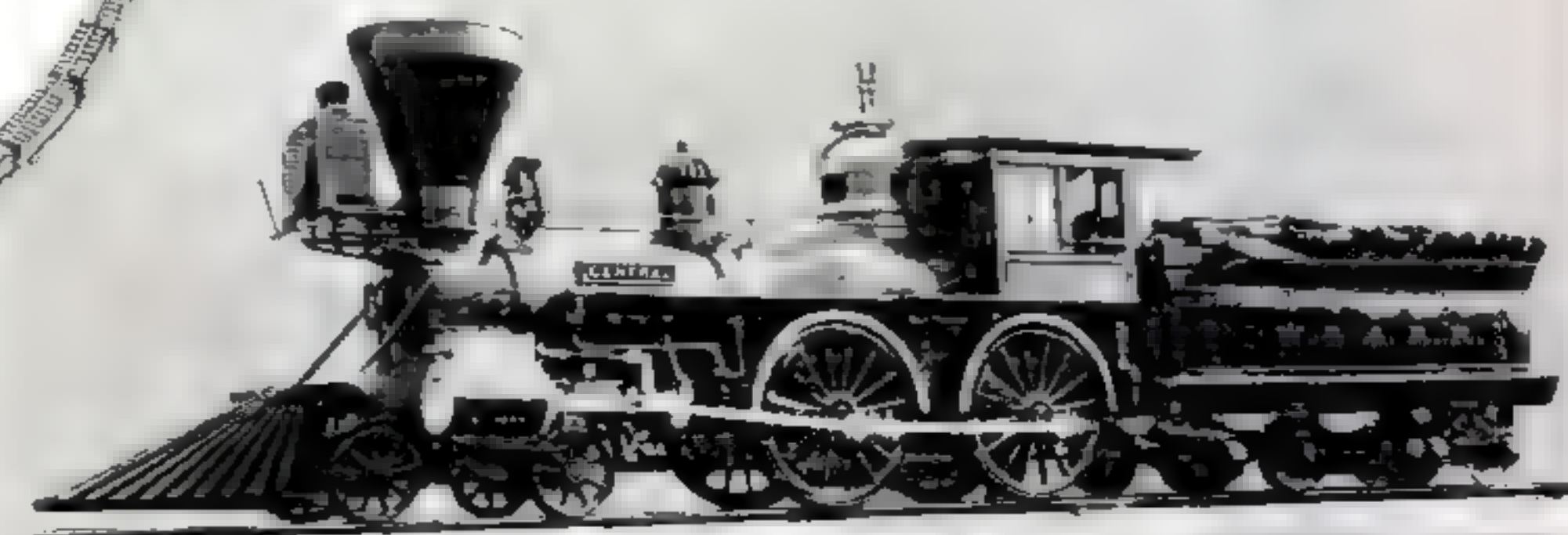


Since 1923, the railroads have spent more than eight billion dollars in improvements, much of it to provide more powerful locomotives, larger and stronger cars, strengthened track and bridge structures, and reduced grades and curves that make possible modern methods of railroad operation including the running of longer, heavier and faster trains.



Here's a book that tells a story of interest to agriculture, industry, commerce and the average American. For your copy, write Association of American Railroads, Transportation Building, Washington, D. C.

Pictured here is a famous engine of seventy years ago. When freight depended on such motive power, rates were three times as high and wages were only a fraction of what they are today.



all

**SAFETY FIRST—
friendliness too!**

DO YOU KNOW

- that freight trains now operate on practically the schedules of passenger trains only a few years ago—at average speeds between terminals as high as 43 miles an hour including time occupied in intermediate terminals and switching?
- that during the past fifteen years the average revenue received by the railroads for hauling a ton of freight a mile has steadily declined until it is now less than one cent—a decrease of 23%?
- that since 1922 the payments to the railroads made here, at a loss or down age to freight have been reduced to less than half as much per loaded car moved?
- that railroads now make over-night delivery of freight between most large cities even 400 or 500 miles apart and that the speeding up of freight service saves business and industry, in storage facilities and the costs of maintaining inventories, millions of dollars every year?

ASSOCIATION OF
AMERICAN RAILROADS

WASHINGTON, D. C.

SAFETY PLATE GLASS ASSURES YOU FREEDOM FROM EYESTRAIN BY DAY OR BY NIGHT

THE HALLMARK OF HIGHER QUALITY

Today, everyone recognizes the advantages of Safety Glass. But, important as safety is, many car manufacturers, in their continuous effort to provide the utmost in quality and comfort, go even further and give you the added advantage of Safety PLATE Glass made of the finest polished PLATE Glass. This finer glass, painstakingly ground and polished, not only minimizes eyestrain and fatigue because of its greater clarity and freedom from waviness, but it actually adds to the beauty of your car. In fact, the mirror-like brilliance of Safety PLATE Glass gives a touch of distinction to today's smart motor car designs. To obtain maximum driving comfort and beauty, make certain that the car you buy has Safety PLATE Glass in every window. Look for the Safety PLATE Glass identifying mark—the Hallmark of Higher Quality. Many manufacturers now completely equip their cars with Safety PLATE Glass, at no extra cost to you. Plate Glass Manufacturers of America, Pittsburgh, Pennsylvania.

FOR GREATER MOTORING
COMFORT FROM YOUR
NEW CAR AND A MORE
LASTING SATISFACTION IN
ITS APPEARANCE, LOOK FOR
THIS MARK OF HIGHER QUAL-
ITY IN ALL ITS WINDOWS.

Safety **PLATE** *Glass*

SAFETY PLATE GLASS ENHANCES THE APPEARANCE OF YOUR CAR AND ITS OCCUPANTS

SAFETY PLATE GLASS GIVES YOU A CLEARER, BETTER VIEW OF THE PASSING LANDSCAPE WITHOUT DISTORTION

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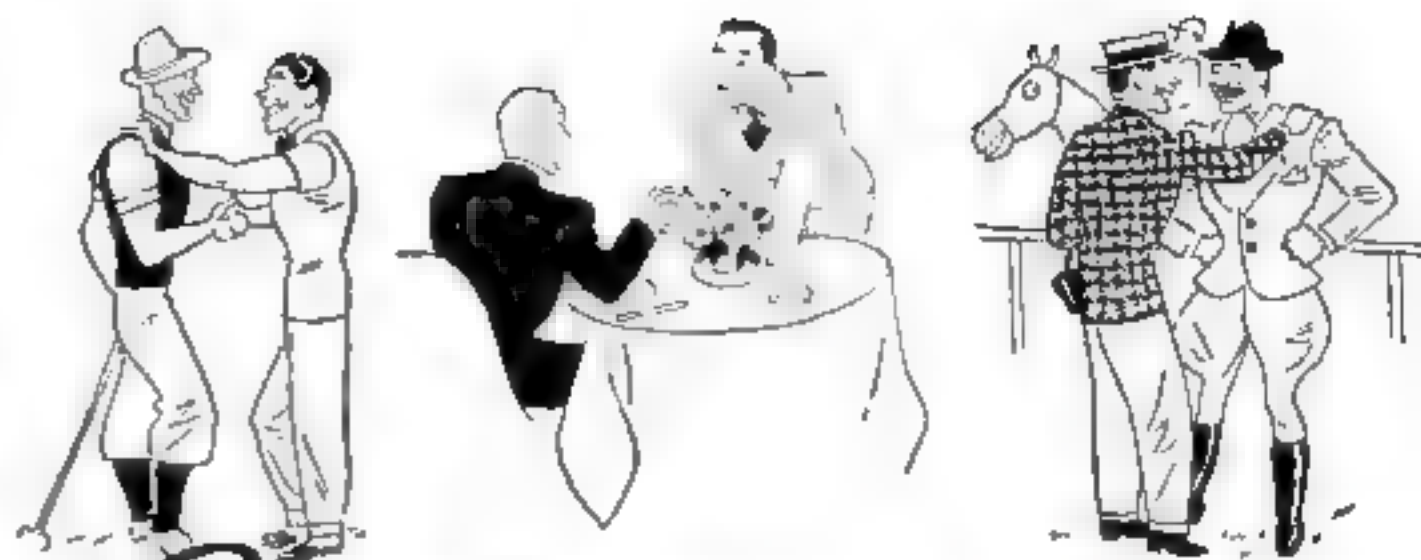
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you look better...feel better, too, in The

BRACER

ALL OVER THE COUNTRY—
whenever men get together they're talking about The Bracer. For they've found that now you can get a trim, athletic figure—regain that youthful slimmness—easily, quickly, comfortably. They know that wherever you are and whatever you're doing you'll look and feel better in The Bracer!

This amazing new-type supporter belt, a Bauer & Black product, instantly takes inches off your waistline—supports sagging stomach muscles—gives you a better, healthier posture.

Only The BRACER has
these 4 exclusive features

- 1 Fly front
- 2 Equalized Stretch
- 3 Made of "Lastex" yarn
- 4 Seams impregnated with live rubber

Insist on The Bracer label

The Bracer is knitted from two-way stretch "Lastex" yarn and scientifically tailored for perfect fit. It is made of the finest materials under the most sanitary conditions. Four removable ribs at the top prevent rolling and the convenient soft yarn fly front, exclusive with The Bracer, allows comfortable all-day wear. No buckles or buttons to bother you. Won't rub or chafe.

Try The Bracer today. And remember there is only one Bracer—the only supporter belt with so many outstanding features. Don't accept substitutes. Insist on the Bauer & Black Bracer! At department, drug, haberdashery and sporting goods stores.

If your dealer cannot supply you with The Bracer, simply fill out and mail the coupon with a check or money order. Price \$2.00 (Canada \$2.75).

BAUER & BLACK, Dept. A-38, 2500 So. Dearborn St., Chicago, Ill. (in Canada, Sts. K. Toronto.)

I am enclosing check or money order for _____

Please send me _____ Bracers

My waist measurement is _____

Name _____

Address _____

City _____ State _____

My dealer's name and address is _____

THE BRACER

Summer Sun and Swimming can "Water-Wreck" your Hair!



THE SURF and sun are fine for your body—relaxing to your mind—a grand way to spend a summer day. Yet they are—as your reason will confirm—a definitely bad influence on the health of your hair.

For the water helps to strip your hair of the oils that Nature gave you—the blazing sun beats down on your unprotected hair—baking it dry and brittle. Naturally your hair can't stand this gruelling punishment—it becomes dull and lifeless.

That's why your hair needs the help of Vitalis and the "60-Second Workout" to combat the deadening effects of sun and water. It's easy to enjoy the stimulating "60-Second Workout." Apply Vitalis briskly to your scalp. Feel the exhilarating tingle as circulation is roused. Your scalp feels awake—alive. And Vitalis' pure vegetable oils come to the rescue of your oil-depleted hair. 50 seconds to rub—10 seconds to comb and brush—and your hair has a healthy, handsome look.

With Vitalis every hair is firmly in place—just

Protect Your Hair with **VITALIS** and the "60-Second Workout"



1 50 SECONDS TO RUB—Circulation quickens—the flow of necessary oil is increased—hair has a chance!



2 10 SECONDS TO COMB AND BRUSH—Your hair has a lustre—no objectionable "patent-leather" look.

the way you want it—without a trace of that very objectionable "patent-leather" look.

So soak up your summer sun, enjoy your golf—revel in your bath—your boats, your tennis—but protect and enhance the good looks of your hair with Vitalis and the "60-Second Workout."



WARNING—For your protection in the barber shop—genuine Vitalis now comes only in the new, sanitary Seal-tubes—sold by barbers who display this seal. Insist on Seal-tubes!

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME



THE NEW DEAL DISPENSES A NEW BRAND OF JUSTICE TO LABOR AND INDUSTRY



This is a picture of a courtroom scene, taken at New Cumberland, W. Va. Aug. 20, in the neat little ivy-covered Hancock County Court House (left). Except for the overcrowded jury box, and the startling C.I.O. sweaters worn by two of its back-row occupants, the spectacle could be duplicated at trials in ten thousand country courthouses throughout the land. But this is not a trial. The people in the jury box are not jurors. The white-haired gentleman sitting on the bench beneath the State seal and the picture of George Washington is not a judge.

What you see taking place here is a new and tremendously important phenomenon in American life. It is a National Labor Relations Board hearing. There is no jury; the occupants of the box are simply spectators. The man on the bench is a "trial examiner" appointed by NLRB. The brand of justice being dealt out has nothing to do with old fashioned common law.

The case which the trial examiner is hearing is one as tough and as significant as any NLRB has tackled in its two years of existence. It involves charges by C.I.O. that Weirton Steel Co. of Weirton, W. Va. supports a company union, uses threats, beatings and firings to hinder the growth of a C.I.O. union, and otherwise violates the National Labor Relations (Wagner) Act. What makes the hearing so

important is that Weirton Steel is run by Ernest Tener Weir, who happens to be among the most ruggedly individualistic employers in the country.

Mr. Weir does not propose to let the Government or John L. Lewis or anyone else tell him how to operate the business he has built up from the ground. When the New Deal last tried to make him do it, under NRA in 1934, Steelmaster Weir went to court and won a great victory.

In the National Labor Relations Board, however, tough Mr. Weir is up against a much tougher opponent than NRA's old National Labor Board. NLRB, to begin with, has much more authority and that authority has now been backed by the Supreme Court.

The way NLRB uses its authority has raised a passionate outcry among employers and their friends throughout the land. Often and bitterly the Board has been charged with being not only pro-Labor, but even pro-C.I.O. What most infuriates its critics is the way NLRB conducts its hearings. In effect, the employer is actually on trial. But in hearing evidence against him, most ordinary court rules are off. Any man with a grievance may take the witness chair and, under leading questions by NLRB attorneys, pour out his suspicions, his opinions, his fund of gossip and hearsay. For more of what an NLRB hearing looks like, turn the page.

WEIRTON STEELWORKERS HEAR THE CASE OF C.I.O. VS. THEIR BIG BOSS



THE NEW CUMBERLAND COURTHOUSE FLOOR AND SALCONY WERE PACKED WITH WEIRTON WORKERS. THE OUTCOME WILL DEEPLY AFFECT THEIR LIVES



WEIRTON'S COUNSEL CLYDE ARMSTRONG COMMENTS



NLRB ATTORNEYS (L. to R.) JOHN PORTER, 27, ALLAN HEALD, 32



C.I.O. WORKERS, SOME IN SOFTBALL SWEATERS, AND THEIR WOMENFOLK HEAR THE HEARING BETTER BY PRE-EMPTING THE JURY BOX

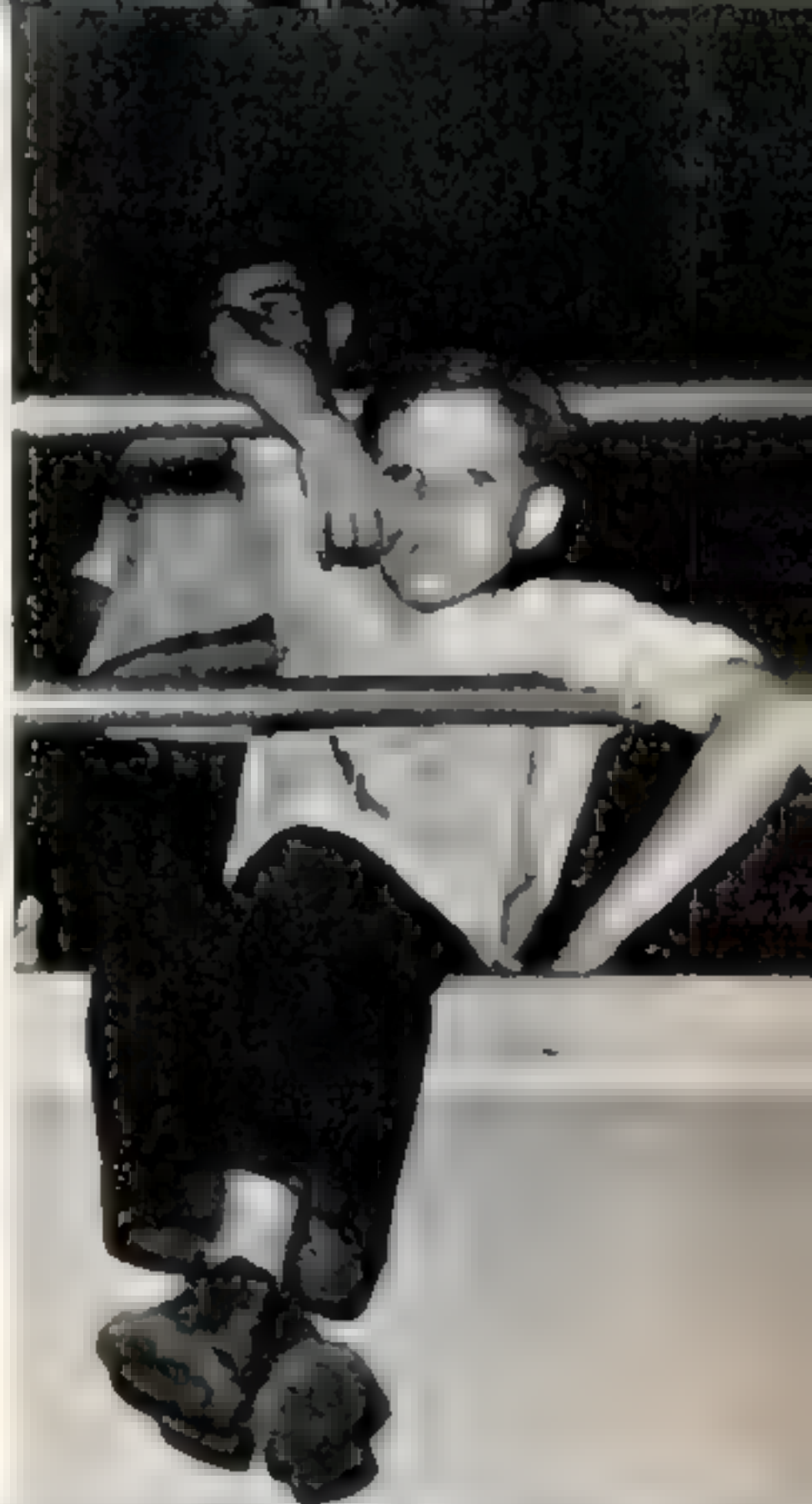


Most alarming sight at the Weirton hearing were blue sweaters with CIO in big red letters on the front (bottom right), some with J. L. Lewis on the back (left). They suggested the jerseys once worn by Sir Oswald Mosely and his British fascists, but they turned out to be only the uniform of a Weirton CIO softball league.

At first such sweaters, or shirts with CIO buttons, predominated at the hearing while some 5,000 members and friends of Weirton's company union and Security League entered themselves with a roasting protest parade against CIO and NLRB. Soon however many a company badge (see top left) appeared in the audience.

The faces you see here are typical steel-town faces. Weirton town (pop. 16,000), is polyglot, with Greek and Slavic blood uppermost. What you do not see is Weirton's unique status as the largest unincorporated town in the world. Steelmaster Weir is not only Weir of Weirton. He virtually is Weirton. In the town which he began building on 250 acres of farmland 27 years ago, his company provides the water, gas, electricity, sewage disposal, streets and fire department. Law is upheld in the town by the county sheriff. Mr. Weir has donated a stadium to Weirton High School, built a community swimming pool, 25c admission, a golf course (\$100 initiation, \$44 dues).

CONTINUED ON NEXT PAGE



THE CASE OF C. I. O. VS. WEIRTON

(continued)

In the first two days of the Weirton hearing, outraged company attorneys entered 105 objections to bits of opinion, suspicion and hearsay offered as evidence by C.I.O. witnesses. The trial examiner, Edward Grandison Smith (right), overruled 94 of the objections, declaring: "This is not a common-law trial. The 'rules of evidence' are not rigidly adhered to."

Utterly baffling and maddening to lawyers, the free-hand style in which an NLRB hearing is conducted puts grave responsibility on the trial examiner. His fairness and judgment alone replace the rules of evidence evolved in centuries of court experience.

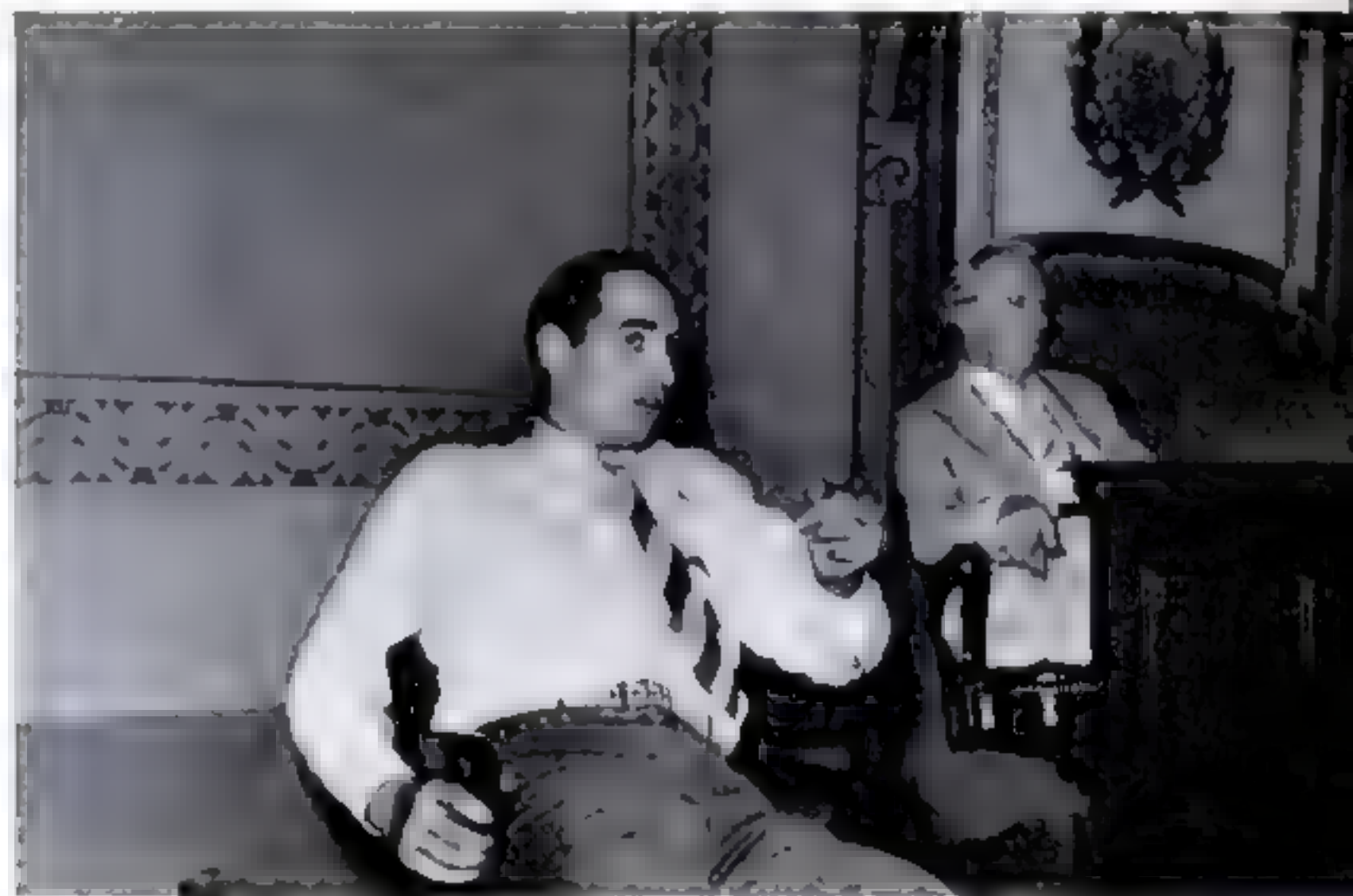
When every man has had his say, the examiner decides what the material facts are, prepares an opinion on which the National Labor Relations Board (opposite page) in Washington makes its decision. The Board jads no guilty employer. It issues cease and desist orders, requires rehiring of unfairly discharged employes with back pay. If the employer rejects its decision, the Board passes its order on to a U. S. Circuit Court for enforcement. Thus far the Courts have sustained the Board 16 times, overruled it only twice.



The trial examiner at Weirton is Edward Grandison Smith, 69, a Clarksburg, W. Va. lawyer, and president since 1927 of West Virginia University's Board of Governors. A champion of the common man, Lawyer Smith would take no corporation cases as a young man, could get nowhere



Theodore Schroyer is sworn in by Examiner Smith. Witness Schroyer said the head of Weirton Security League had offered him \$10 a day plus expenses to join the "hatchet gang" which beat up C. I. O. organizers, that he had been beaten up himself after he refused.



Kenneth Koch, chief C.I.O. organizer in the Weirton district, tells how he was fired by Weirton Steel last year after eleven years of work, has been repeatedly followed and threatened. Knocked out with a blackjack last Oct. 16, he came to to find a gang kicking and pounding him.



Canilda Barron, sister of a C. I. O. organizer, said she was beaten with Koch last October. First physical evidence to link any of the beatings with a Weirton employe was a pocketbook which Canilda Barron swore she saw drop from the pocket of one of the hatchet gang.



Patrick Todoran, president of the local Workers Alliance (radical relievers), tells how an intermediary from Weirton Steel's president offered him a job, a new car and \$10 a day if he would stop organizing for C. I. O. Examiner Smith refused to make Todoran name the intermediary.



CHAIRMAN OF NATIONAL LABOR RELATIONS BOARD IS J. WARREN MADDEN



DONALD WAKEFIELD SMITH IS THE BOARD'S YOUNGEST MEMBER

NATIONAL LABOR RELATIONS BOARD IS LABOR'S FRIEND

But U. S. Circuit Courts have reversed it only twice in 18 appeals

Do the three members of the National Labor Relations Board, who appear at top and right, sympathize with Labor's side of the argument? The answer is an emphatic yes. Their job is to administer the Wagner Act, and the purpose of that Act is to help workers achieve independent unions and win genuine collective-bargaining agreements.

Board Chairman Joseph Warren Madden, 47, is a law teacher by profession but has done much public service as a mediator in labor disputes. Donald Wakefield Smith, 38, grew up around steel mills, became a Philadelphia lawyer specializing in labor cases. Edwin Seymour Smith, 45 and no kin to Donald, was formerly Massachusetts' Commissioner of Labor & Industries, then a member of the now defunct NRA Labor Relations Board.

Do employers get a square deal from NLRB? In 98.3% of the cases which have reached it for decision, the Board has found for Labor.

That startling fact cannot, however, be assayed without a knowledge of NLRB procedure. Under the Board are 21 regional directors scattered throughout the land. Theirs is the power to investigate every Labor case and decide whether

it merits action. Of 3,052 cases, including complaints, disposed of by July 1, regional directors have dismissed 380 as baseless and 741 have been withdrawn.

Once a director accepts a complaint, he first tries to settle the matter by agreement. Thus settled have been 1,761 cases. The Board has averted or settled 829 strikes.

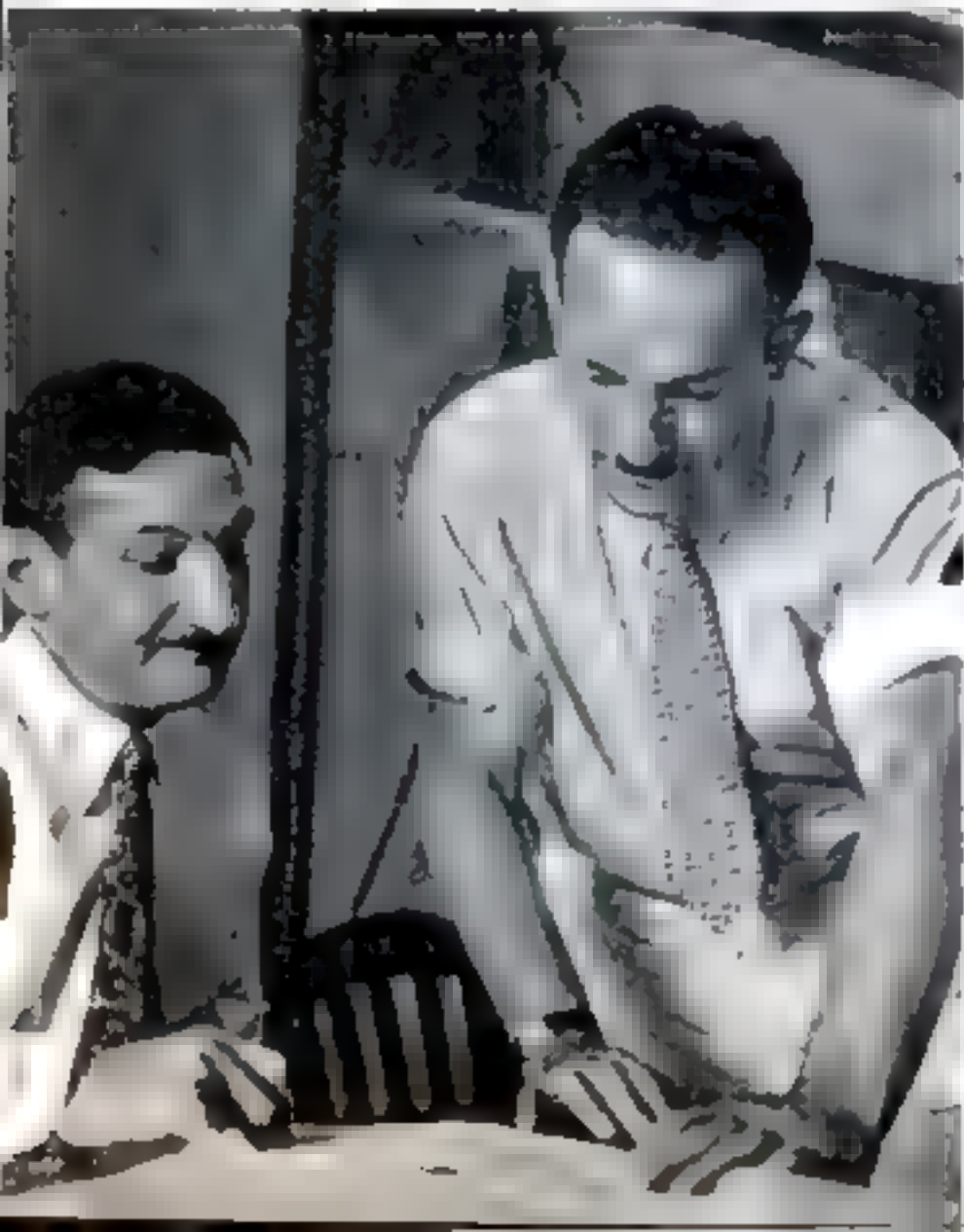
Only in stubborn cases, numbering one in ten, do matters reach the stage of a public hearing such as now proceeds in New Cumberland. And though the conduct of such hearings may seem haphazard and illegal to most lawyers, the entire record of the hearing will be reviewed by a U. S. Circuit Court if the employer desires. As previously noted, the Courts have reversed the Board only twice in 18 appeals.

In its conduct of employe elections to determine which faction shall have the right to speak for all in collective bargaining, no one has ever questioned the Board's absolute honesty and impartiality. Though it is pioneering new ground, often uncertainly, NLRB is indisputably the ablest agency yet created to settle U. S. labor disputes by law and reason instead of by clubs and tear gas.



THIRD BOARD MEMBER IS EDWIN S. SMITH

COUNSEL FAHY & ASSISTANT WITT



BENEDICT WOLF, SECRETARY TO THE BOARD



CHIEF ECONOMIST DAVID SAPOSS



LIFE ON THE AMERICAN NEWSFRONT: ASA LONG DEFENDS NATIONAL CHECKERS CHAMPIONSHIP



The National Checkers Tournament began on Aug. 23 in the little town of Martins Ferry, Ohio. Forty players sat at tables in the Eagles' Home, played in deadly seriousness. Many expected to lose as much as 4 lb. in the tournament.

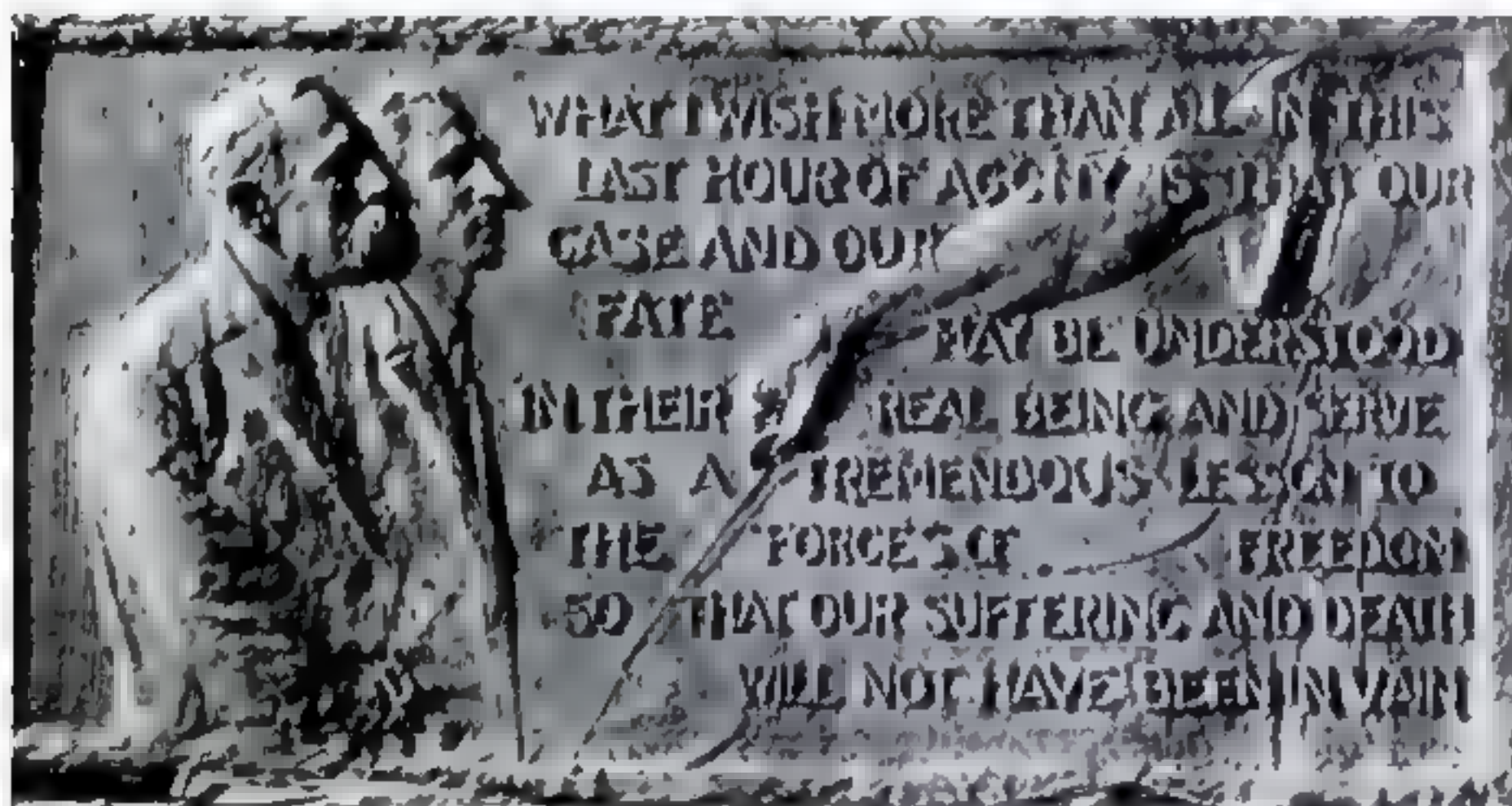


A slow game is this one between Dr. W. E. Thomis (in shirt sleeves) and John Bradford, both of Chicago. Some games took four hours to play.



World Champion Asa Long, of Toledo, defends the U. S. title which he has held, off and on, ever since he won it, as "the checker prodigy," at the age of 17

MASSACHUSETTS REFUSES A PLAQUE IN MEMORY OF SACCO AND VANZETTI



A sore issue in Massachusetts was stirred up on Aug. 22 when the State was offered a bronze plaque commemorating Nicola Sacco and Bartolomeo Vanzetti, the radicals

executed for murder in 1927. Sculptured by Gutzon Borglum, the plaque bears images of Vanzetti (left) and Sacco, with Vanzetti's words before he went to the electric chair.



Gov. Charles F. Hurley, Democrat, called the offer "absurd," joined Republican predecessors in denying that Sacco, the shoemaker, and Vanzetti, the fish peddler, were "martyrs," unjustly executed.

AUTOMOBILE UNION VOTES \$400,000 TO "GIVE HENRY FORD A LICKING"



Jubilant auto workers, 1,100 strong, convened and paraded in Milwaukee to celebrate the growth of United Automobile Workers from 30,000 to 400,000 in a year.



Delegates blew whistles, took sides in a factional fight among officers, listened to John L. Lewis. On Aug. 27, they voted an assessment of \$1 per member for a "war chest" to organize the Ford Motor Co.

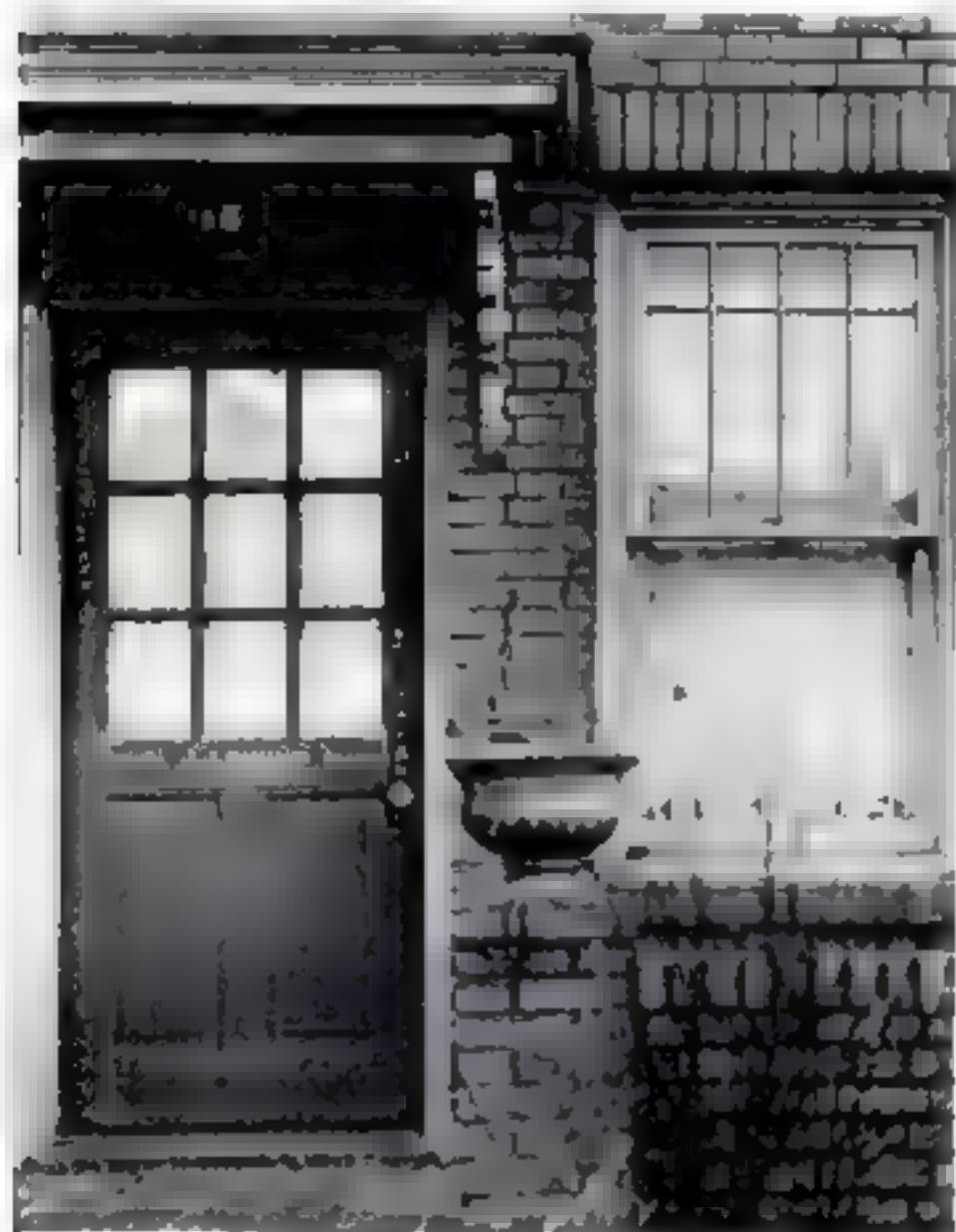


President Homer Martin was carried on his followers' shoulders. "Henry Ford deserves a licking," Martin told the convention, "and we're going to give it to him."

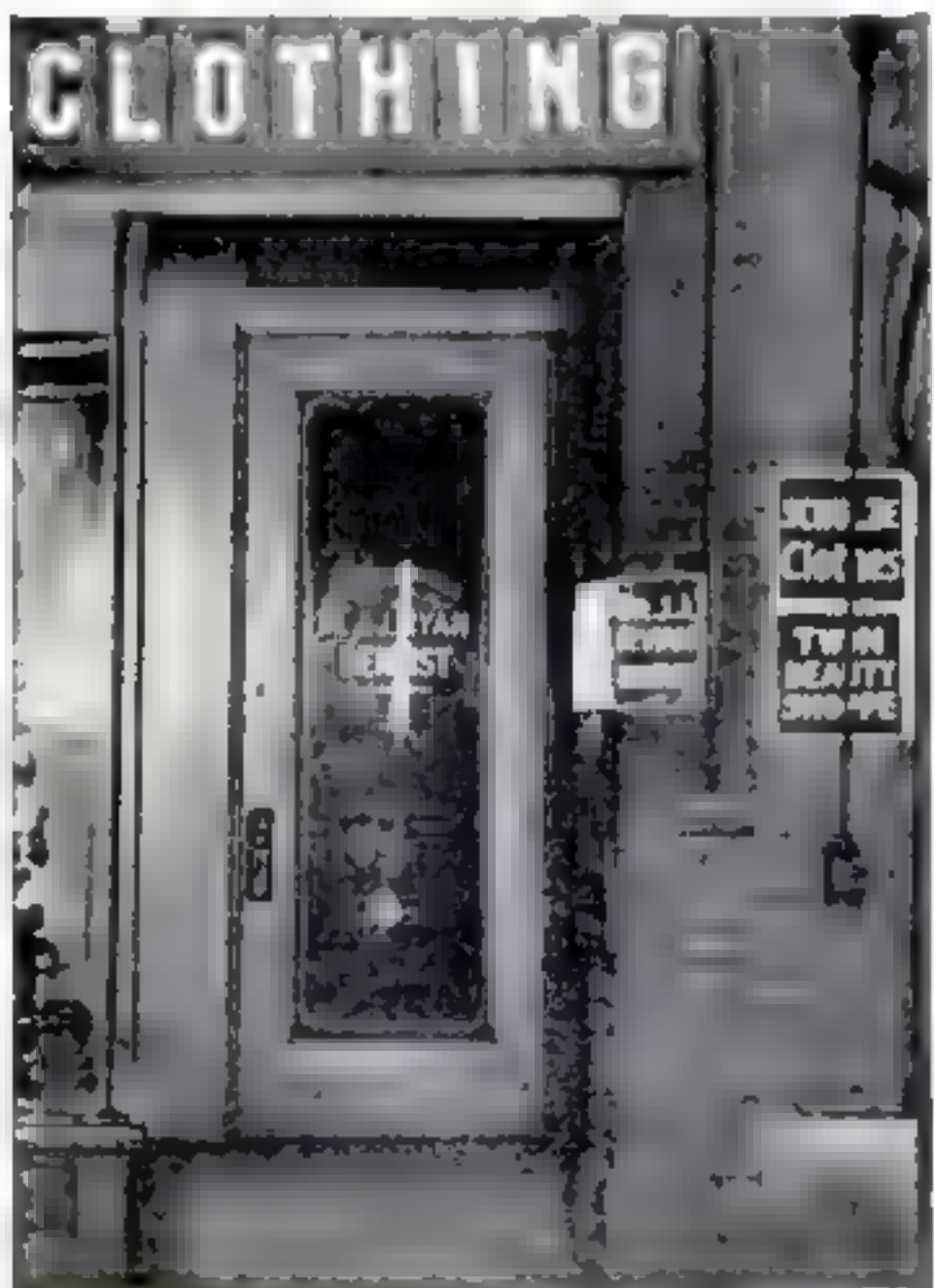
PENNSYLVANIA CAPTURES JOSEPH J. BRUNO, THE MURDEROUS POLITICAL BOSS

"Pennsylvania's biggest manhunt" came to an end on Aug. 22 when detectives arrested Joseph J. Bruno, onetime Republican boss of Kelayres, Pa., on a New York street corner. Bruno was undisputed ruler of the little mining town until 1934, when his followers began deserting to the Democrats. On Nov. 5, election eve, the Democrats held a parade. As it reached "Bruno's Corner," a burst of machine-gun fire sprayed the marchers. Five were killed.

Bruno was arrested, sentenced to life imprisonment and lodged in the county jail. From there, on Dec. 18, 1936, he disappeared under highly suspicious circumstances. The warden had allowed him to visit a dentist and a guard assigned to watch him had left him while he parked his car. State police conducted the search which resulted in his capture.



Bruno was arrested at the door of his home on the morning after the five machine-gun murders. A justice of the peace, he announced in his window "I'm voting Republican."



Bruno escaped from this dentist's doorway in Pottsville. The prison guard who accompanied him left him alone and unhandcuffed for several minutes while he parked his car.



Bruno before his flight looked like this. He was smooth-shaven, with thinning gray hair and horn-rimmed spectacles. He weighed about 155 pounds. This picture was made during Bruno's third trial for murder in 1935. Bruno remained stolid and expressionless throughout his three trials resulting in three sentences of life imprisonment.



Bruno after his capture looked like this. He had changed his name to Fraz Miller, grown a mustache, dyed his hair black. He wore different spectacles. By a special, fattening diet he had put on 20 pounds, acquired a double chin. Despite the disguise, detectives recognized him standing outside the cheap rooming house where he was living.



Bruno's Corner was the scene of the election-eve murders and, four days later, the victims' funeral (above). Joseph Bruno's house stands on the corner (top centre). The

houses on the two other corners belong to Bruno's relatives, while the fourth corner is occupied by a church. Gunfire sprayed the marchers from all three of the Bruno houses.

LIFE ON THE AMERICAN NEWSFRONT: SEVEN SEAS RACES TO BERMUDA FOR DINNER



On Aug. 26, with all canvas set on her three masts, William S. Gubelmann's square-rigged ship *Seren Seas* sailed out of Newport on a 660-mile race to Bermuda. Her opponent in this first contest between privately-owned square-riggers in modern times was G. Huntington Hartford's *Joseph Conrad* (LIFE Feb. 1, 1937). Awaiting the winner was a cup put up in behalf of the New York Yacht Club. Also awaiting all hands on both ships was a dinner, complete with drinks, at Bermuda—the check to be paid by the owner of the losing boat.

Built in Stockholm in 1912 by the Swedish Government as a cadet training ship, *Seren Seas* was originally called *Abraham Rydberg*. In 1929 she was converted into a private yacht and in 1936 she was sold to Mr. Gubelmann (National Cash Register) who spent five months fitting her out. She is 168 ft. long, 325 tons, has a crew of 26, can make 18 knots. Her hull is of steel and she has an auxiliary engine. (The stack visible above really serves for ventilation as well as exhaust.) Mr. Gubelmann was not aboard during the race but his son Walter was.

LIFE ON THE AMERICAN NEWSFRONT: RIP COLLINS' BROKEN ANKLE ENDANGERS CUBS' LEAD

James ("Rip") Collins is the crack first baseman of the Chicago Cubs. On Aug. 10, while sliding for home plate in a game against the Pittsburgh Pirates, he broke his ankle. The pictures on this page show Baseballer Collins' accident and recuperation. He may or may not be back in the line-up before the season's end.

"Rip" Collins' injury was important in 1937 baseball because when it occurred the Cubs had been leading the National League by six games. Two weeks later the Cubs' lead had dropped to two games. Pressing closely behind them were the New York Giants, the St. Louis Cardinals and the Pittsburgh Pirates.

Whichever team wins the National League pennant will almost certainly face the New York Yankees in the World Series. Since May the Yankees have steadily increased their lead in the American League until on Aug. 20, it stood at 10½ games. Most experts consider them the best club either league has produced in the last few years and all agree that the Yankees' centre fielder, Joe Di Maggio, has been the season's outstanding player. Di Maggio's record of 37 home runs in 109 games is one better than Babe Ruth's record over the same stretch in his best season (1927). Ruth's all-season record of 60 homers is likely to stand, however, because a tonsil operation kept Di Maggio out of the early games, shortened his season.



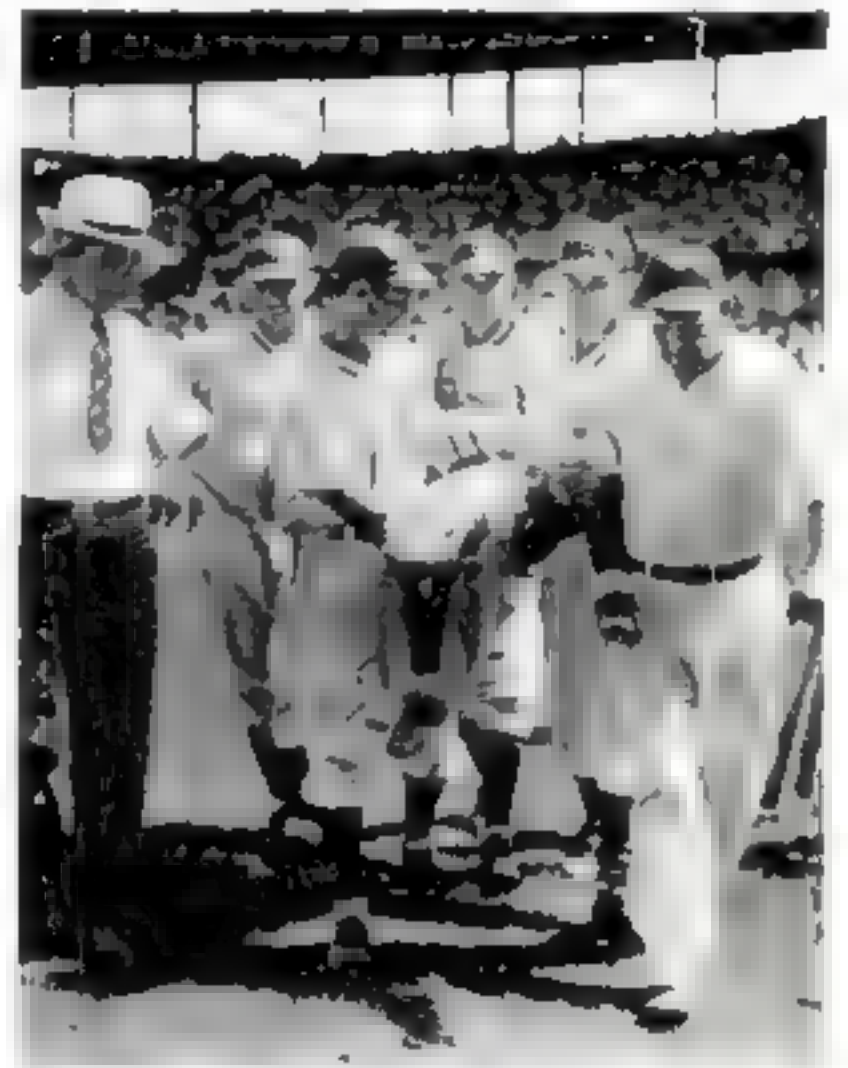
Day before his accident Rip Collins visited Cook County jail in Chicago, jokingly sat in the electric chair. Some baseball players, notoriously superstitious, blamed his accident on this gag.



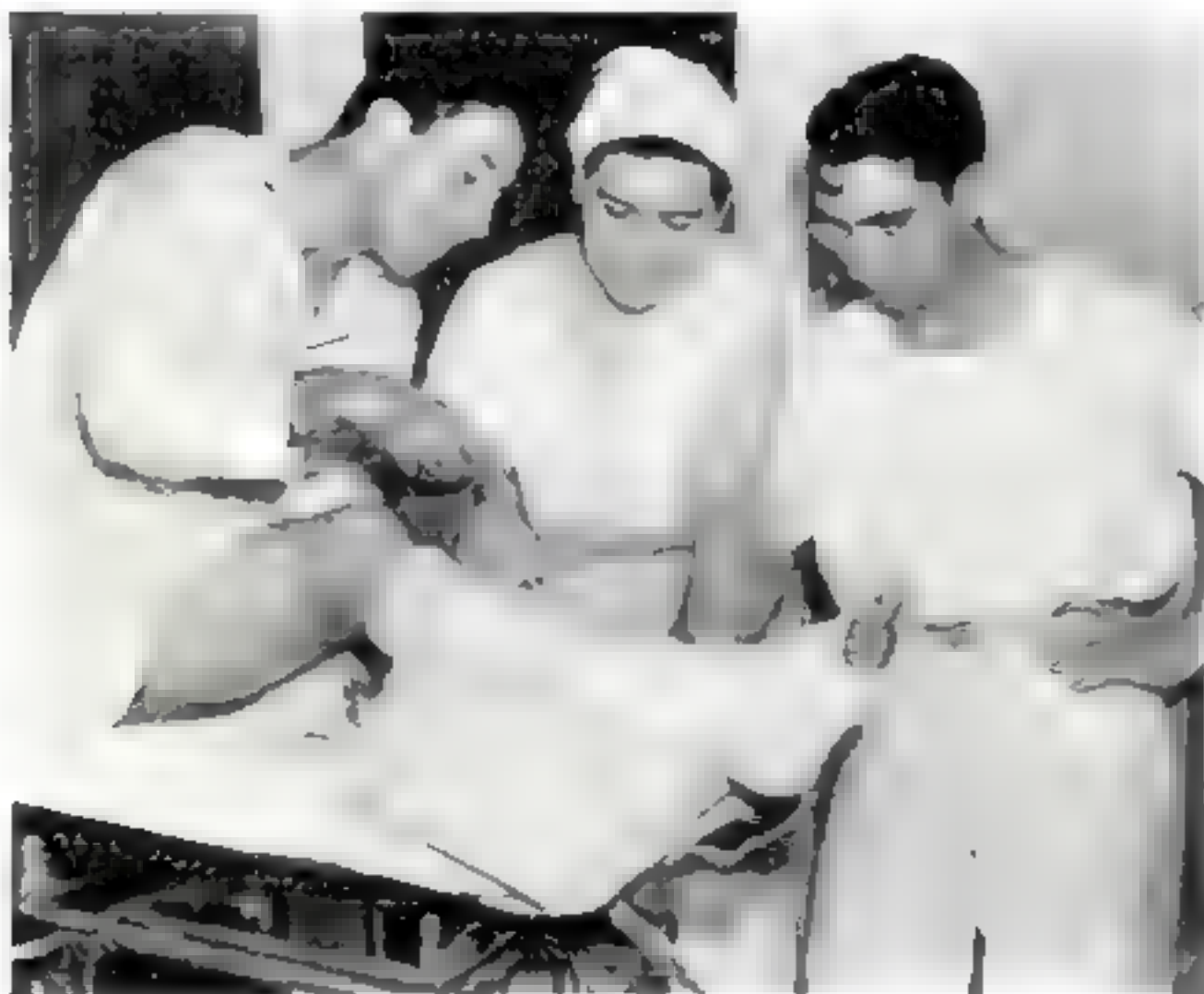
Sliding into home in the first inning, Collins saw that he could not make it, and tried to stop. His right leg twisted under him.



Writhing in pain, he is stretched out on the field by his teammates. Collins suffered an incomplete fracture of the ankle.



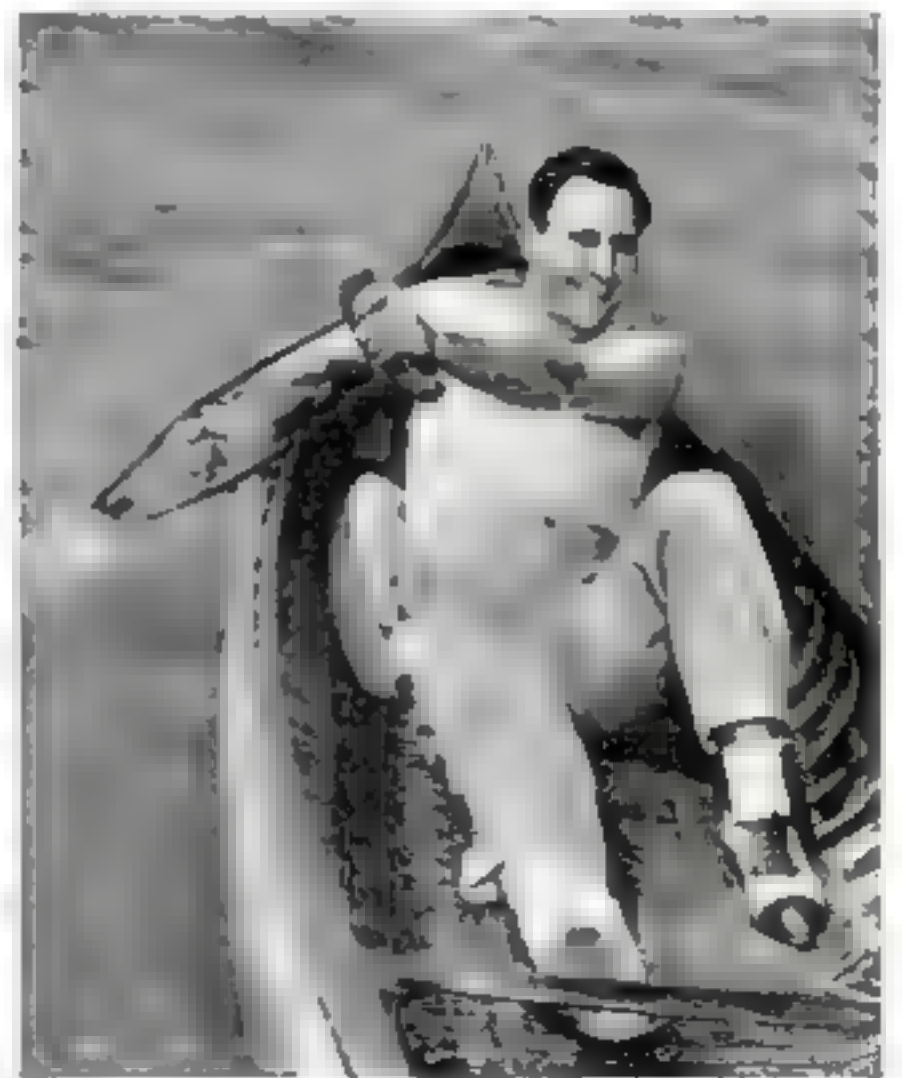
He is carried from the field, using his forearms to offset the terrific pain of his broken, dangling leg.



In the hospital the next day, with his leg in a cast, Collins gets Dr. Rose Kwakch to autograph his bandages. His other doctor, P. S. Marcus, looks on.



Eleven days later on Aug. 21, Rip is feeling well enough to pitch horseshoes at a resort.



His crutch serves to paddle a canoe in Lake Canandaigua, upstate New York. His leg is still in a cast.

LILY PONS SINGS BEFORE RECORD-BREAKING CROWD OF 175,000 IN CHICAGO



The Pons coloratura voice was trained by Señor Alberti di Garostiana, later rewarded by 5% of her earnings.

When Lily Pons on July 31 sang in Chicago's Grant Park, an audience of 175,000 people formed the spectacle shown in the remarkable picture above. Because the park seats only 20,000, over 150,000 stood three hours while Miss Pons, a tiny figure beneath the stars, entranced the largest musical audience ever assembled in Chicago.

The Pons career began on Jan. 3, 1931 when, singing at Manhattan's Metropolitan Opera House for the first time, in *Lucia di Lammermoor*, Miss Pons received 16 curtain calls. Prior to that she had studied piano in Paris and, at 19, married a wealthy middle-aged Dutchman named August Mesritz. Mr. Mesritz, who had an ear, liked the way his wife sang while playing the piano. At his instigation she studied voice, to discover that she had absolute pitch and the most extraordi-

nary vocal cords known to throat specialists since Caruso. Her Manhattan debut put her in top-flight operatic circles. Since then she has earned a fortune from her singing.

In 1933 she divorced her husband and for over a year now she has been reported engaged and rumored wed to Andre Kostelanetz, radio conductor who led the Chicago Civic Opera orchestra during her Chicago concert. Miss Pons was born 33 years ago in Cannes. Her accent is still French. She made her movie debut in *I Dream Too Much* in 1935. She has an apartment in New York and houses, complete with swimming pools, in Hollywood and Connecticut. Five feet two and weighing 105 lb., she hates bread, fills up on potatoes. She once owned a pet jaguar. Her favorite number is 13 and her car license is LP 13.



Lilypons, Maryland was named after its lily ponds and after Lily Pons, here shown with Postmaster Thomas.



On Lilypons' lily pond Lily Pons, paddled by a local resident, picks some of the water lilies which constitute the town's

main business. Note the admiring crowd lining the shore. Miss Pons has all her Christmas cards mailed from Lilypons.



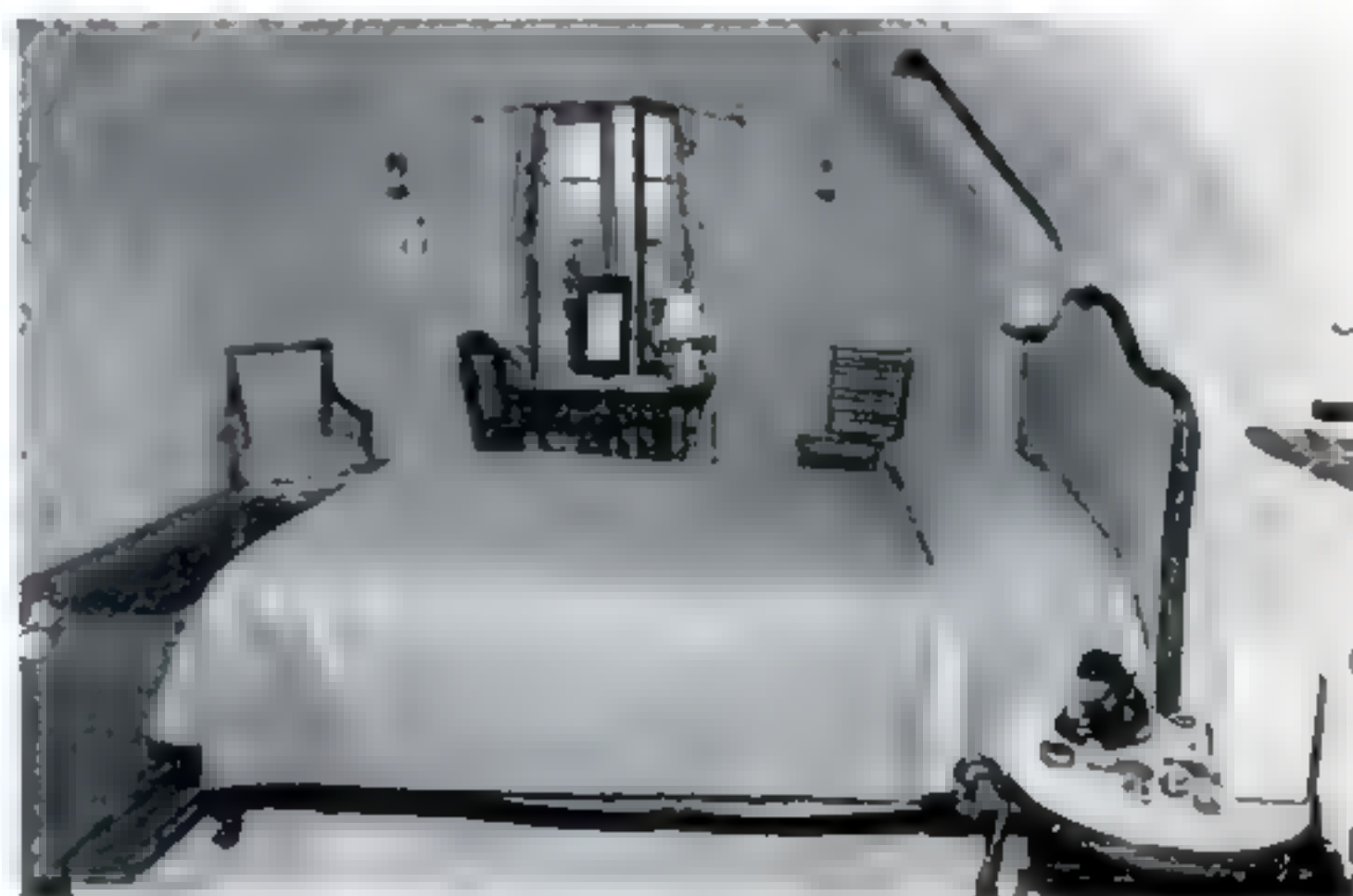
In Le Coq d'Or Miss Pons, contrary to custom, did the acting as well as the singing of the Princess's part last winter. Olin Downes said that her costume looked like a *Follies* skit.



No real swimmer is Lily Pons, here shown shivering on the edge of her Hollywood pool.



Andre Kostelanetz flew 126,000 mi. in 1930, mostly in romantic pursuit of Miss Pons.



At her Connecticut home in Silver Mine, Lily Pons sleeps in this bed. She collects French Provincial furniture, plays at gardening, and rides horseback with enthusiasm and chic.

WINNERS IN OLD GOLD CARTOON CONTEST COLLECT \$200,000



FIRST PRIZE: CADET WILLIAM R. STAGGS

The grand prize of \$100,000 in the Old Gold contest was awarded on Aug. 25 to William Randolph Staggs, 23, a naval air cadet aboard the *U.S.S. Ranger*, stationed at San Diego, Calif. Staggs is a native of Valparaiso, Ind. After getting a B.S. in mechanical engineering from the University of Illinois, he enrolled as a cadet at the Naval Air Station at Pensacola, Fla. and was transferred to the *Ranger* last November. He cannot leave the Navy for at least two more years. "Anyway," said he, "I wouldn't leave the Navy for an awful of \$100,000 checks." He will, however, buy an automobile and marry his sweetheart, Miss Grace Glasser of Los Angeles. Federal taxes will consume about \$33,000 of his prize money.



SECOND PRIZE: MISS FLORENCE ZIMMERMAN

The second prize of \$30,000 in the Old Gold contest went to Miss Florence Zimmerman, 35, of Peoria, Ill. Puzzle-solving has been a hobby of Miss Zimmerman's ever since she graduated from the University of Wisconsin, became a registered pharmacist and went to work as manager of her father's drugstore. Since the Old Gold winners were finally picked on a basis of their essays, Miss Zimmerman lays her success to her peculiarly favorable position for observing the "Increased Popularity of Old Golds." She plans to travel. "But my first ambition," said she, as she accepted a huge bouquet of red roses from the girls of the Peoria Altrusa Club, "is to get this \$30,000 check in the bank."



Dean of U. S. puzzle makers is F. Gregory Hartswick (seated, with his cartoonists) who made up the Old Gold puzzles. Puzzleman Hartswick says: "We make three kinds of puzzles—tough; tougher and toughest." The toughest ones always appear at the end of the contest.



The Puzzle Artists, Martin Nadle (left) and Jesse Jacobs, put Mr. Hartswick's ideas on paper. Each puzzle is a cartoon, accompanied by a list of names. The puzzler must pick out the name which is represented by the objects, action or dialog in the cartoon.

When P. Lorillard & Co., manufacturers of Old Gold cigarettes, announced a puzzle contest last winter, they could scarcely have known what a national phenomenon they were launching. Before the contest closed, the astonishing number of 2,000,000 people had sent in 90 answers apiece. The man who made the puzzles, F. Gregory Hartswick, estimates that the average entrant spent about 80 hours on the 90 puzzles. That makes a total of 160,000,000 man-hours. In return for all this effort Old Gold offered a grand prize of \$100,000, and 999 other prizes totaling another \$100,000.

As it turned out, the original 90 puzzles were little more than a qualifying round. Of the 2,000,000 entrants, 54,000 solved all the puzzles correctly. Each of these received a set of 90 tie-breaking cartoons which had to be solved in one week. This narrowed the field to 9,000. A second set of tie-breakers, however, merely reduced it to 8,100. At this point Old Gold gave up trying to stump the survivors and required each to write an essay on "The Increased Popularity of Old Golds in My Community as a Result of the Old Gold Contest." The winners, who were announced on Aug. 23, could thank their literary ability as much as their puzzling sense.

The contest cost Old Gold \$2,000,000, mostly for running cartoons in newspapers. It was well worth it, for Old Gold sales jumped 70% over last year.



A puzzle checker is Beatrice Klein. It was her job and that of 17 other college girls to make sure that no puzzle could have two answers. Armed with dictionaries,

atlases and reference books, Miss Klein puzzled over each "wrong" answer, trying to make it fit the cartoon. If she came close, that "wrong" answer was not used.

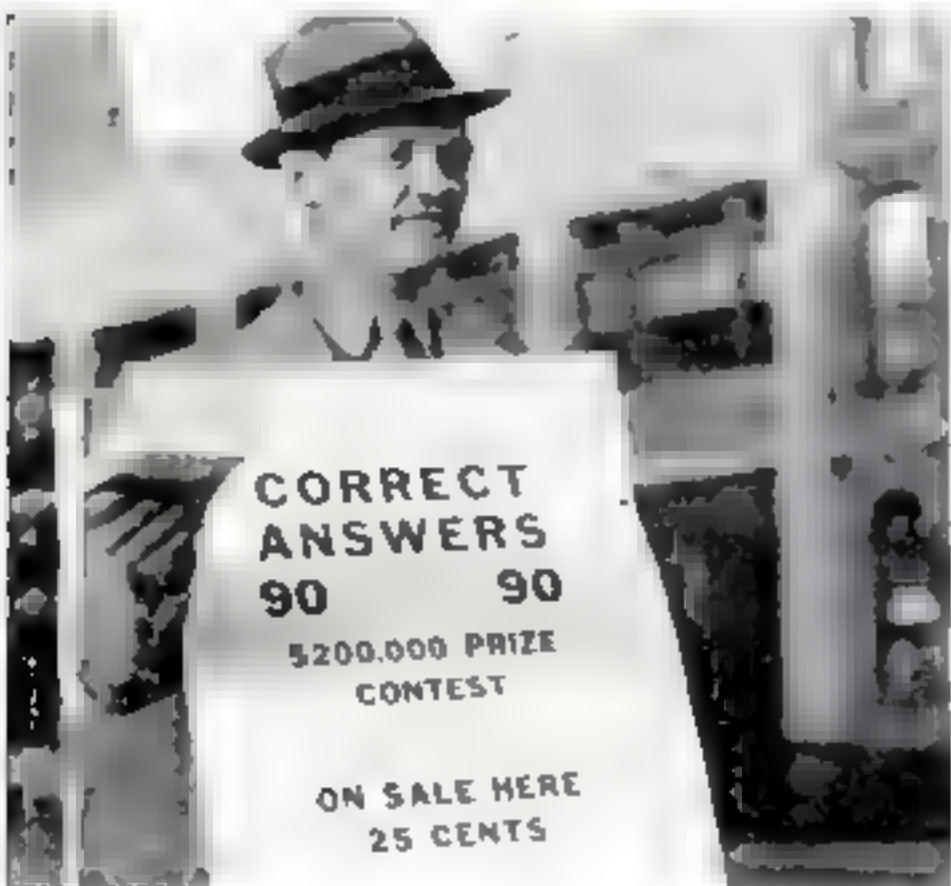


Shredding machines destroyed 80,000,000 Old Gold wrappers which were sent in, according to the rules, with the 2,000,000 sets of answers. The shreds sold for \$8 a ton.



File supervisors are lectured in their duties by Miss Gertrude E. Condon, operations chief of the puzzle office. Old Gold lured 800 file clerks, with one supervisor

for each eight girls. Below, some of the clerks work on one of the alphabetical sections of the file. When all the entries were in, the girls checked them for correctness.



Tipster sheets, giving the answers to the puzzles, were hawked on streets in the closing weeks of the contest. Old Gold says that none of the tipsters had all answers right.





French fashion artist at work

The red-bearded gentleman seen through the arm of his model is Christian Burard, perhaps the strangest of all the strange people recording Paris fashions for U. S. pub-

lications. A neo-romanticist who affects dirty fingernails and sloppy clothes, he does colored sketches of fragile ladies for *Logue*, wistful people, sad ruins for himself.



HARPER'S BAZAAR TEAM At the Paris Openings, Editor Carmel Snow sits at extreme left. Managing Editor Frances McFadden listens from behind. Next are Mrs. Erickson, Paris editor, (in white jacket) and Genia Androusova, sketch artist. Mrs. Allan A. Ryan Jr., fashion editor, has cigarette in mouth.



VOGUE TEAM At left, Countess Bouet-Willlaumes (in sun glasses) takes notes at Schiaparelli's Opening for her *Vogue* Artist husband. Next are Duchess d'Ayen, noblewoman fashion editor and Michel de Brémhoff, editor of the French *Vogue*. At right, in polka dots, is Mrs. Raymond Ives, fashion editor from New York.

REPORTING PARIS STYLES IS A BUSINESS

Vogue and Harper's Bazaar cover Openings

Four times a year the dressmakers of Paris hold costly style "Openings." The most important of these, during the first week in August, attracts buyers, stylists and fashion reporters from the entire occidental world. Admission is closely guarded. In top establishments, buyers attending must make purchases or else pay a 2,500-franc forfeit.

Competition among buyers is keen. But their rivalry is child's play compared with that which exists between the world's two leading fashion magazines, *Vogue* and *Harper's Bazaar*. To them, the Paris Openings are the year's supreme battle. *Vogue's* Paris staff, supplemented by top editors from New York, works in a mad frenzy to furnish New York with material for the Sept. 1 and 15 issues. The *Bazaar's* small Paris staff is swamped by recruits from New York.

Vogue has three editions: French, English and American, total circulation 313,000. *Harper's Bazaar* prints an American and an English edition; total circulation, 203,000. Their combined circulations are negligible, yet their influence is inestimable. Key people in every branch of the \$3,000,000,000 women's apparel industry read them religiously; their names are familiar to millions of women who never buy a copy.

For years bimonthly *Vogue* stood alone in the class field of fashion reporting. Its editor, Edna Woolman Chase, became the most important influence on American taste during the post War period. In 1912, William Randolph Hearst bought *Harper's Bazaar*, decided to contest *Vogue's* monopoly. Not until 1932 when Tom White, a Hearst organization executive, induced his sister, *Vogue* trained Carmel White Snow, to join the *Bazaar*, did it offer *Vogue* serious competition.

Since the day when Carmel Snow, recovering in the hospital from her third accouchement, told her friend and editor, Edna Woolman Chase, that she was deserting her *Vogue* post, rivalry between the two has been acute.



Edna Woolman Chase, keen editor in chief of all three *Vogues*, the most influential figure in the fashion-reporting world, Chevalier of the French Legion of Honor, stayed in New York during the Paris Opening. So did *Vogue's* Art Director Mehmed Fehmy Agha, a brilliant, satirical, Russian-born Turk who once sold sausages, painted signs in Paris.

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Vogue's editors, without waiting for proofs to dry, inspect photographs of models in clothes chosen the preceding day. Countess "Babs" Willaumez (left) divides her time between New York and Paris. The Duchess d'Ayen is fashion editor of the Paris office. The ultimate decision on which prints go to New York rests with Paris Editor Michel de Brunhoff (pipe in mouth).



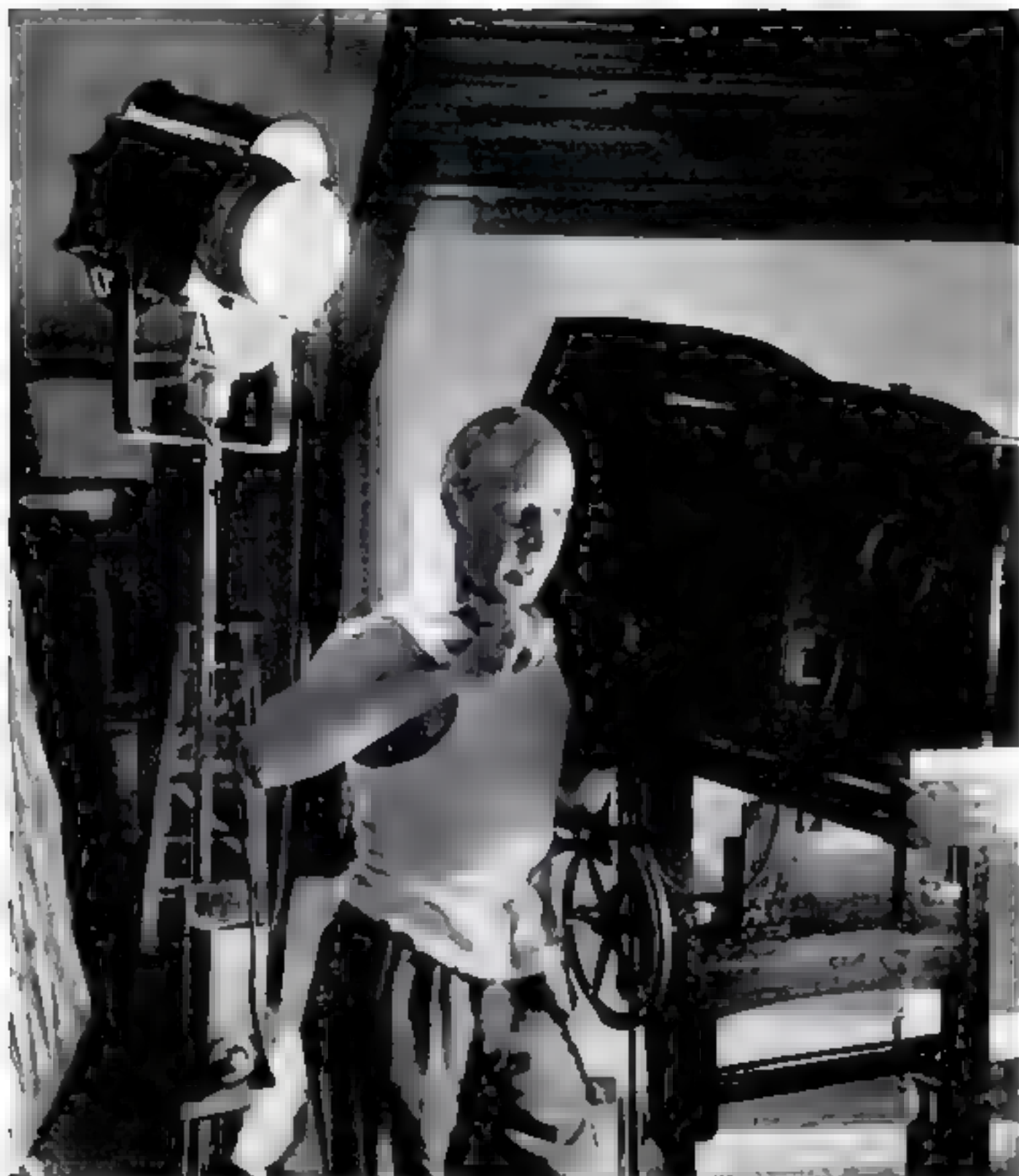
Photographer Horst, a young German, poses model in Molyneux's slinky black velvet dress, "Sex Appeal," for Sept. 1 issue of *Vogue*. Dress was shown Aug. 2, photographed that night. Prints were mailed on *Queen Mary*, Aug. 4, arrived in New York office, Aug. 9. Rushed through art and engraving departments, they reached printer, Aug. 13, were on Editor Chase's desk, Aug. 18.



Right after the showing, *Vogus* Artist Count Bouet-Willaumez sketches Schiaparelli's two-piece dark blue suit, with kolinsky collar and pockets. Willaumez studied architecture, spent his spare time at the races sketching horses. His present wife saw the sketches, showed them to Michel de Brunhoff, who gave him a job. Both he and the Countess are expert trapshooters.



Carl Erickson, born in Joliet, Ill. of Swedish parents, is *Vogue's* ablest illustrator of elegant women in Paris. He is small, unpolished and ill at ease in salons. Yet his drawings are generally regarded as the quintessence of chic. Instinctively he chooses the perfect backgrounds for his accurate sketches. His special devotion is to his young daughter and his poodle Fez.



Baron Hoyningen-Huene, temperamental star photographer of *Harper's Bazaar*, works all night during the rush of Openings. Discovered by *Vogue*, he was lured away by *Harper's Bazaar* with a fat contract. Once, when hired, this Russian-born Frenchman disappeared from New York, turned up in Africa. His closest friend is *Vogue's* Photographer Horst (see opposite).



Carmel White Snow, editor of *Harper's Bazaar*, stands guard outside Huene's studio (see left). Quick-tempered herself, she pampers her high-strung employees. She first worked in her mother's dressmaking shop. In 1922, Mrs. Chase of *Vogue* gave her a job. She stayed ten years, had three children, learned fashion editing thoroughly, then quit to edit the rival *Harper's Bazaar*.



Jean Cocteau, French poet, playwright, composer and scenarist, is finishing a drawing for *Harper's Bazaar*. In his Paris hotel bedroom, Model Elizabeth Gibbons poses in Chanel's dress with paillette bodice. Around Cocteau flit Paris' budding geniuses and post War esthetes. A brilliant conversationalist, he annihilates conservative opponents with invective.



Jean Mermal, one of the first photographers to take outdoor candid shots of mannequins wearing model gowns, is here snapped in a candid shot of himself, taking a candid shot for *Harper's Bazaar*. The model, Elizabeth Gibbons, wearing a Patou dress, is descending the steps of the Pont Alexandre III entrance to the Paris Exposition. Mrs. Ryan Jr. (at left) directs the scene.

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Reporting Paris Styles (CONTINUED)



Model in blue tights prepares for a midnight sketch by Berard in *Vogue's* Paris office. Over tights and bodice will go Lanvin's sensational transparent blue evening gown.



Preparation for photographs includes checking dress tag to see if the model has on the right frock. Model at left is "Chou Chou" Healy of New York who went to Paris to pose.



Prettiest *Vogue* editor, Mrs. Raymond Ives, worked until 6 a. m., was called from her bath at 8 to talk to New York office via transatlantic telephone (rate \$21 for 3 min.).



Man Ray, Philadelphian who gave up painting for photography, retouches a *Harper's Bazaar* picture of Alex's black evening dress with sequins at hem and contrasting cape.



Ganging up on Lisa, *Harper's Bazaar's* chic model, are Editor Snow, Baron Huene (in shirt) and assistant. Lisa has the quality of giving distinction to anything she wears.



A permanent wave is as important to a smart fashion editor as food. Here in Paris, Carmel Snow gets one from Guillaume, while she dictates a radio speech to her secretary.



Reynaldo Luza, who has served longest on *Harper's Bazaar's* art staff, sketches a model dressed in Patou's halter-neck, gleaming satin evening gown. Luza is a Peruvian.



A model changes her shoes to ones more appropriate for the Lelong suit which she is wearing. Mrs. Allan Ryan Jr. of *Harper's Bazaar* helps. Scene is the Paris Exposition.



Just before the train leaves Paris for the *Queen Mary*, Ulysses Armand, *Harper's Bazaar* office boy, mules a batch of material for New York. Behnd is *Vogue's* boy with mail.



A new "Sex-Appeal" dress

As a favor to Mrs. Snow, Elizabeth Jenns (*above*), ex-model for *Harper's Bazaar*, is posing outside the Ritz Hotel in Paris in one of the new "Sex-Appeal" dresses with cor-

setted, shirred bodice and tightly-swathed hips. Last year, Model Jenns was married to Harry Crocker, of the West Coast Hearst organization in Mr. Hearst's castle in Wales.

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Reporting Paris styles for U.S. women

Vogue, appearing bimonthly, could, by rushing furiously, publish each year a complete report of the August Paris Openings in its Sept. 15 issue. *Harper's Bazaar*, a monthly, usually gives little or no news of the Openings to its readers until October 1. This year, for the first time, *Harper's Bazaar* announced it would publish a special issue on Sept. 15 to cover the Openings. *Vogue's* editors gasped. Editor Chase rallied her team. In her best patrician manner, she calmly told her staff they must better their own best record, get more complete coverage in the Sept. 1 issue.

Mrs. Ives brought the message to Paris. Pages of sketches and text were radiophotoed and cabled from Paris. Damp prints of photographs were rushed to boat trains. In the Sept. 1 issue of *Vogue*, readers found 21 pages of news on the Openings. In the Sept. 15 issue will be complete coverage of the entire collection.

In the preceding six pages you have seen the frenzy which goes into producing a fashion magazine. At left is a sample from the Sept. 15 issue of *Vogue*.



Around Mrs. Chase (centre) gather *Vogue's* New York staff to pass on Paris sketches. Art Director Agha stands while

Art Editor Arthur Weyser sits on couch. To Mrs. Chase's left (pointing to page) is Mrs. Ives, just back from Paris.



On the art-room board are miniature photostats of all *Vogue* editorial pages. Editor Chase inspects Sept. 15 issue.



Marcel McGuane edits copy and captions before *Vogue* is finally put to press. She worked two years as fashion reporter on French *Vogue*, is small, quiet, pleasant but forceful.



Lydia Sherwood, three years out of St. Timothy's School, spends most of her hours at *Vogue* at a typewriter, composing captions. She is niece of Robert Sherwood, playwright.

keeps Vogue's staff busy in New York, London and Paris



In London, *Vogue's* resident staff is busy on English edition. Mrs. Pidoux (left) stands next to Editor Elizabeth Penrose (seated). Mrs. Garland (in plaid) is the fashion editor.



With his head upside down, Cecil Beaton, *Vogue's* London society photographer, gets a right-side-up view of his model. He specializes in bizarre lighting, imaginative backgrounds.



The Shopping Bazaar column is edited by Peggy Le Boutilier, (standing). Mrs. T. R. Vreeland is a fashion editor.

Harper's Bazaar publishes a mid-month issue on Paris Openings

Since *Harper's Bazaar* keeps only a small staff in Paris, there is a general exodus of editors from New York to cover the August style shows. Chief of the Paris office is Mrs. Carl Erickson, wife of *Vogue's* artist, "Eric." *Harper's Bazaar* rarely attempts to report the Openings before October 1. This year, in a scramble com-

parable to *Vogue's* reported on opposite page, it rushed eight pages of Openings' news into its Sept. 1 issue. The full story of the August shows will appear in its first mid-month issue, out Sept. 15. To the left is Alexey Brodovitch, art director, working on this issue. Below are two of the finished pages, as they will appear in the magazine.



SPORT

A WIMBLEDON WINNER, DONALD BUDGE HEADS FOR FOREST HILLS CHAMPIONSHIP

The tousle-headed young man looking you in the eye (*below*) had much the same friendly expression at Wimbledon in the summer of 1935 when Queen Mary entered the royal box. As the spectators rose in silence, as his opponent Baron von Cramm bowed grave and low, Donald Budge informally waved his racket at the smiling Queen. The gesture though still typical was not repeated in 1936 or 1937, for three years in the best tennis circles have taught Budge much.

Because Budge is still an engaging youngster, and because this July at Wimbledon he accomplished the feat unique in tennis of winning the singles, the

doubles, and the mixed doubles, he will, win or lose, steal the show at the national tennis tournament at Forest Hills, Sept. 2-11.

The day Budge waved at Queen Mary, he lost a semifinal to Germany's von Cramm. Next year at Wimbledon, just turned 21, he reached the finals only to be put out by Fred Perry. His 1937 Wimbledon triumph over von Cramm, followed by his team play which won the U. S. the Davis Cup for the first time in ten years, put the lanky redheaded Californian at the top of the heap. Wielding the heaviest racket in the game (15½ oz.), Budge is now at the peak of his game.





The grip Budge uses today is the "eastern" grip (shown above). Budge learned this grip when he started to play but abandoned it to try others. His experiments weakened his forehand drive which became a sound stroke only after Budge in 1935 returned to the eastern grip.

Unless all tennis signs fail, the stadium courts at Forest Hills, shown in color photographs at the right, will be the setting for a victorious climax to Donald Budge's greatest tennis year. What 1937 has so far proved is that no amateur player today can beat Budge. The Californian swept through the Wimbledon singles, losing only one set and pushing Baron Gottfried von Cramm, the world's second-best player, rudely off the court in the final in straight sets. Von Cramm, by playing better tennis than he ever before displayed, was able to force Budge to five sets in a crucial Davis Cup match but again Budge was victor. It is very possible that Ellsworth Vines and Fred Perry, greatest professionals in the game, could beat Budge. But it is by no means certain.

Budge's tennis is good because it is well-rounded. The red-head has no one specialty on which he relies to win. He also has no weak points. There is no backhand in the world that can match Budge's, but there are serves that are as good and forehands that are better. Budge is not especially fast in getting around a tennis court but he does not have to be because he is a good strategist and is seldom caught out of position. His volleying, while sound and pointed, is not always spectacular because he prepares his openings well before moving up to net. Until this year, Budge did have a grave weakness: his forehand. Years of unwise experimenting with grips retarded this stroke's development and not until this year's Wimbledon were critics ready to admit that the Budge forehand was worthy of his other strokes. Budge's game is built around power, closely controlled, thoughtfully directed and varied. Donald Budge is an exceedingly smart tennis player. His open, freckled face and bright thatch disguise one of the finest and subtlest tennis minds in play.



DONALD BUDGE TRIES OUT HIS POWERFUL SERVICE IN A PRACTICE MATCH WITH BITSY GRANT ON THE CENTRE COURT AT FOREST HILLS



UNDER THE MARQUEE AT FOREST HILLS STADIUM SIT OFFICIALS, THE PRESS AND A FEW SPECTATORS WHO PAY HIGH FOR THE PRIVILEGE



THE 13,000 ORDINARY FOREST HILLS SPECTATORS SIT ON HARD BENCHES IN UNCOVERED STANDS, CONCENTRATE HARD AS PLAYERS DO



THE BUDGIE BACKHAND, HIS MOST EFFECTIVE STROKE, IS TODAY THE BEST BACKHAND IN THE WORLD. HERE BUDGIE BENDS FOR A LOW ONE



THE BALL HIT, BUDGIE CONTINUES HIS STROKE IN THE FOLLOW-THROUGH, SHIFTING HIS WEIGHT HEAVILY NOW TO HIS RIGHT OR FORWARD FOOT



THE END OF THE FOLLOW-THROUGH LEAVES BUDGIE PIVOTING AND BALANCING AS GRACEFULLY AS ANY BALLET DANCER

DONALD BUDGE: A BIOGRAPHY OF A TENNIS CHAMPION (continued)



1 On June 13, 1915, J. Donald Budge was born in this little house in Oakland, Calif. He was the youngest of three children.



2 His father, John Budge, here shown with Mrs. Budge, is proud of having driven a laundry truck over the same route, 30 years.



3 At 5, Donald wore these dandified pumps. At school he was none too bright, managed to get through by the skin of his teeth.



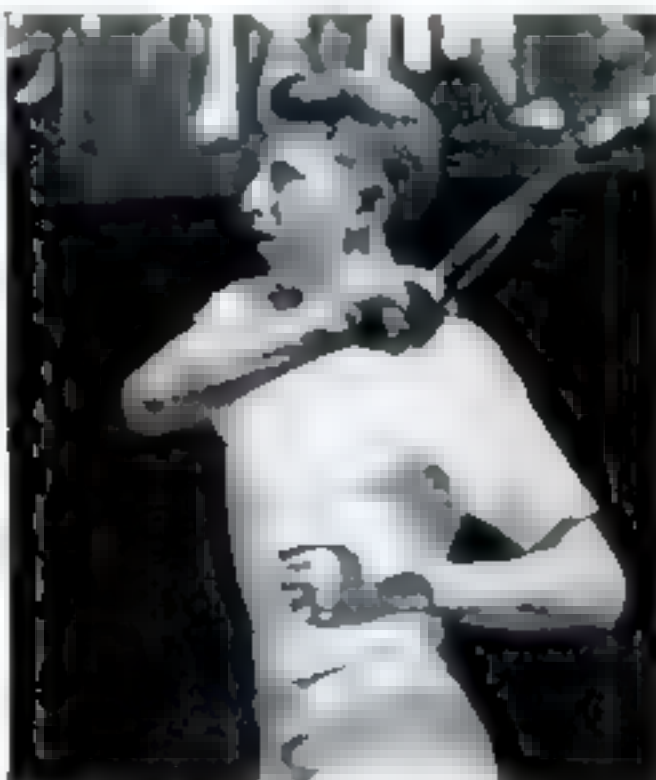
4 At 7, Donald, with a cap over his red hair, was already admiring the tennis played by 13-year-old Brother Lloyd.



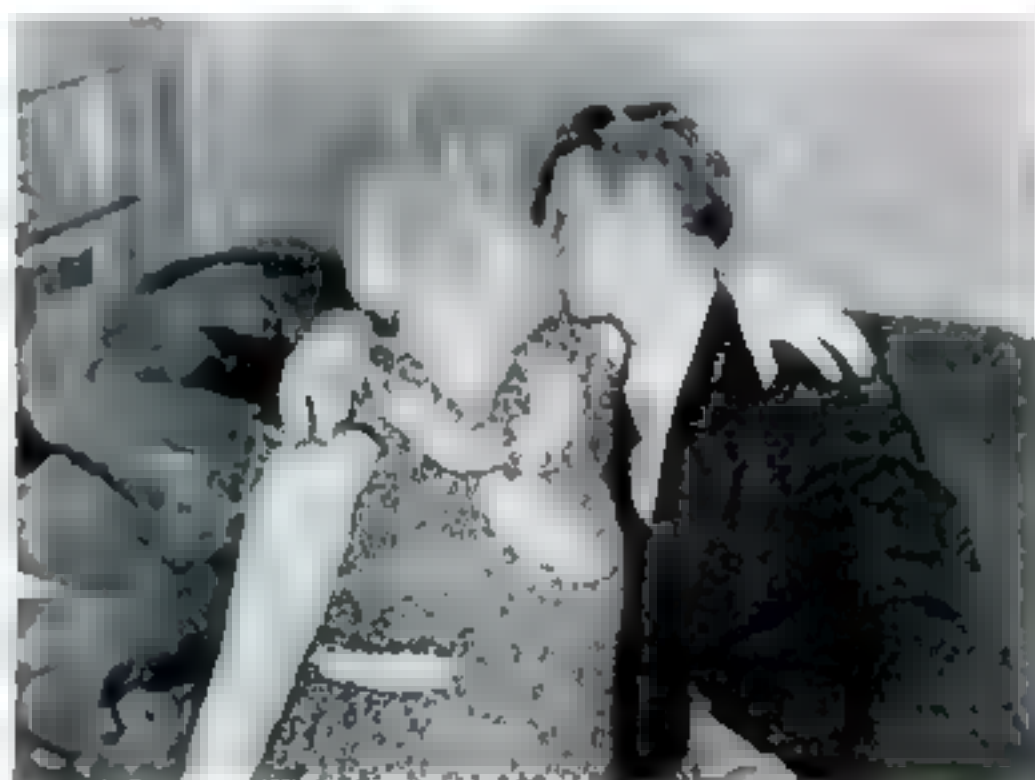
5 Brother Lloyd began to teach Donald how to play decent tennis when he was 8, with a sawed-off racket.



6 At 15, and again at 16, Donald won the California State Tournament held for boys under 18.



7 At 17, he made real tennis news by winning the National Junior title. But Brother Lloyd could still beat him.



8 Donald Budge's mother kisses him with pride and affection after tournaments but doesn't think him good-looking. Says she: "He may not be handsome, but he's a wonderful boy."



9 In 1935 in the Wimbledon semifinals Budge lost to Gottfried von Cramm of Germany, 4-6, 6-4, 6-3, 6-2.



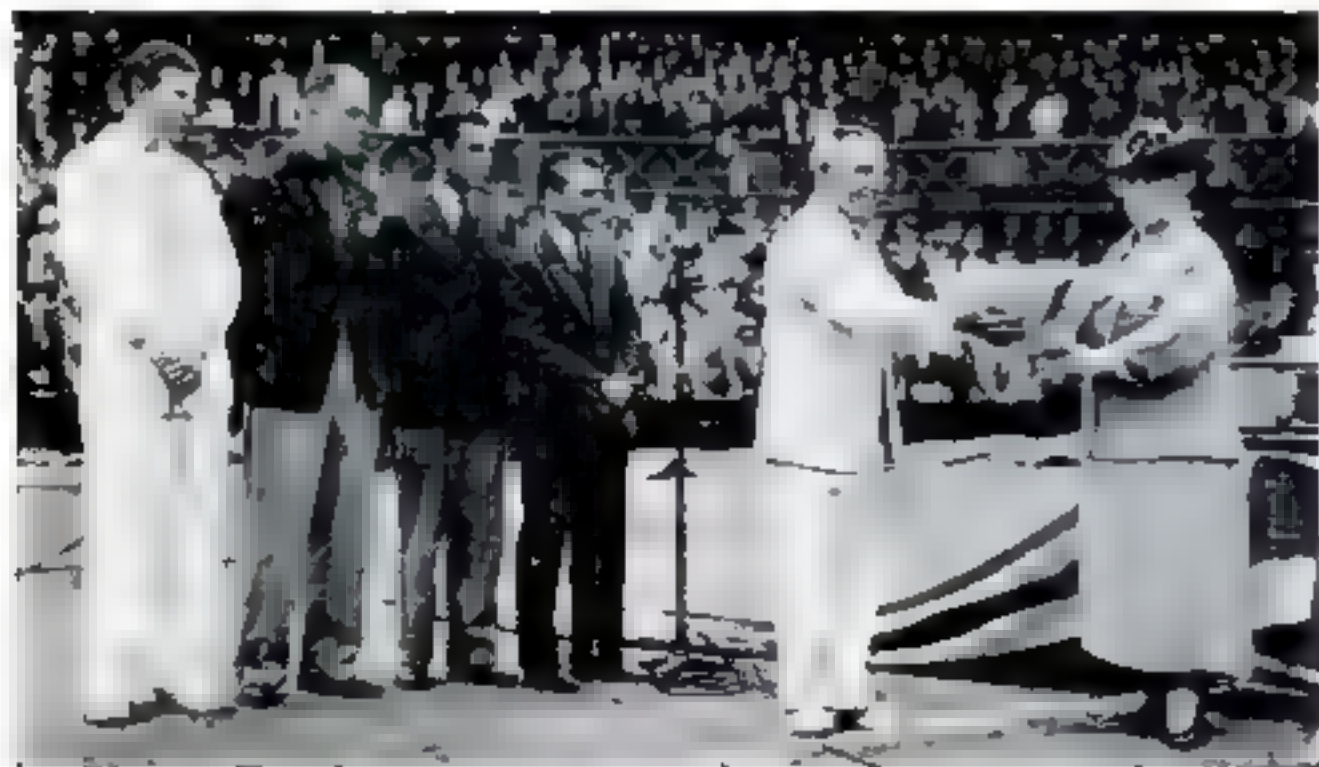
10 Budge dances with Jeanne Edgar while Tennist Gene Mako starts the record. Crazy about swing music, Budge always carries a portable phonograph around with him.



11 Fond of food, Budge eats hot dogs, ice cream and orangeade, even before tournament play.



12 In a white tie and tails at formal tennis banquets Donald Budge is modest, self-possessed, well-liked socially.



13 On July 27, 1937, Budge beat England's Austin and Frankie Parker beat England's Hare, thus winning the Davis Cup. Here Princess Helena Victoria presents the Cup to U. S. Capt. Pate. L. to r.: Budge, Mako, Parker, Grant.



14 Modest in triumph, Budge brings the \$3,000 silver cup home for the first time since 1927.



15 Alice Marble looks on with the man with whom she won the 1937 Wimbledon mixed doubles. For more of the No. 1 woman player and other ladies in tennis, turn page.

BEAUTY MEETS BRAWN IN NATIONALS

Poland's "Miss Yah-Yah" is new girl tennis star

On these pages you see some of the best women tennis players in the world, all of whom will compete for the national championship at Forest Hills this month. They are American, English—and Polish. Miss Jadwiga Jedrzejowska (*below*) of Warsaw came here last July for the first time and since then has made sensational tennis news. A player of great brawn, she beat (8-6, 6-2) Alice Marble (*left*), U. S. champion, at Wimbledon earlier this year and again in the Westchester (N.Y.) tournament. (Miss Marble beat her at Sealbright, N.J.) According to the best tennis "dope" she may well win the Nationals.

Since the English players (*see opposite page*) were roundly defeated by the U. S. team in the Wightman Cup matches held Aug. 20-21, they are given little chance to win in the Nationals at Forest Hills.



Alice Marble, 24, won her national championship last year by beating Helen Jacobs. Her father was a California cattle rancher. Her tennis teacher is Eleanor Tennant, Hollywood's famed coach. She goes to bed early, sleeps lots, hopes to become a singer one of these days.



Jadwiga Jedrzejowska was born in Cracow 24 years ago. Without private means, she now works as a typist in Warsaw, walks miles to her job. She has been Poland's No. 1 female tennis player since 1920. She weighs 154 lb. and hits the ball almost as powerfully as a man.



"Miss Yah-Yah" is what Poland's Jadwiga Jedrzejowska is affectionately called in tennis because her name is so hard to pronounce. Her backhand is as terrific as her forehand but sometimes goes wild. She likes beefsteak for breakfast, speaks good English, is bright and cheery.



Mrs. Sarah Palfrey Fabyan, 25, of Boston, Mass. is one of the few U. S. girl players who does not wear shorts. Demurely pretty, she is rated No. 3 in this country. Her husband is a banker in Boston. She beat Margot Lumb (right) in the Wightman Cup matches.



Margot Lumb, another skirt-wearer, was born in Surrey, England 25 years ago. Her eyes are blue, her hair fair, her voice low and deliberate. She is the woman squash racquets champion of England, is not yet fully-rounded at tennis which she took up only two years ago.

Kay Stammers, 23, is the world's prettiest crack tennis. This English girl enjoys munching hump sugar during her matches. During the Wightman Cup matches she spent much of her leisure time at the Atlantic Beach Club with Sir William Wiseman of Kuhn, Loeb & Co.



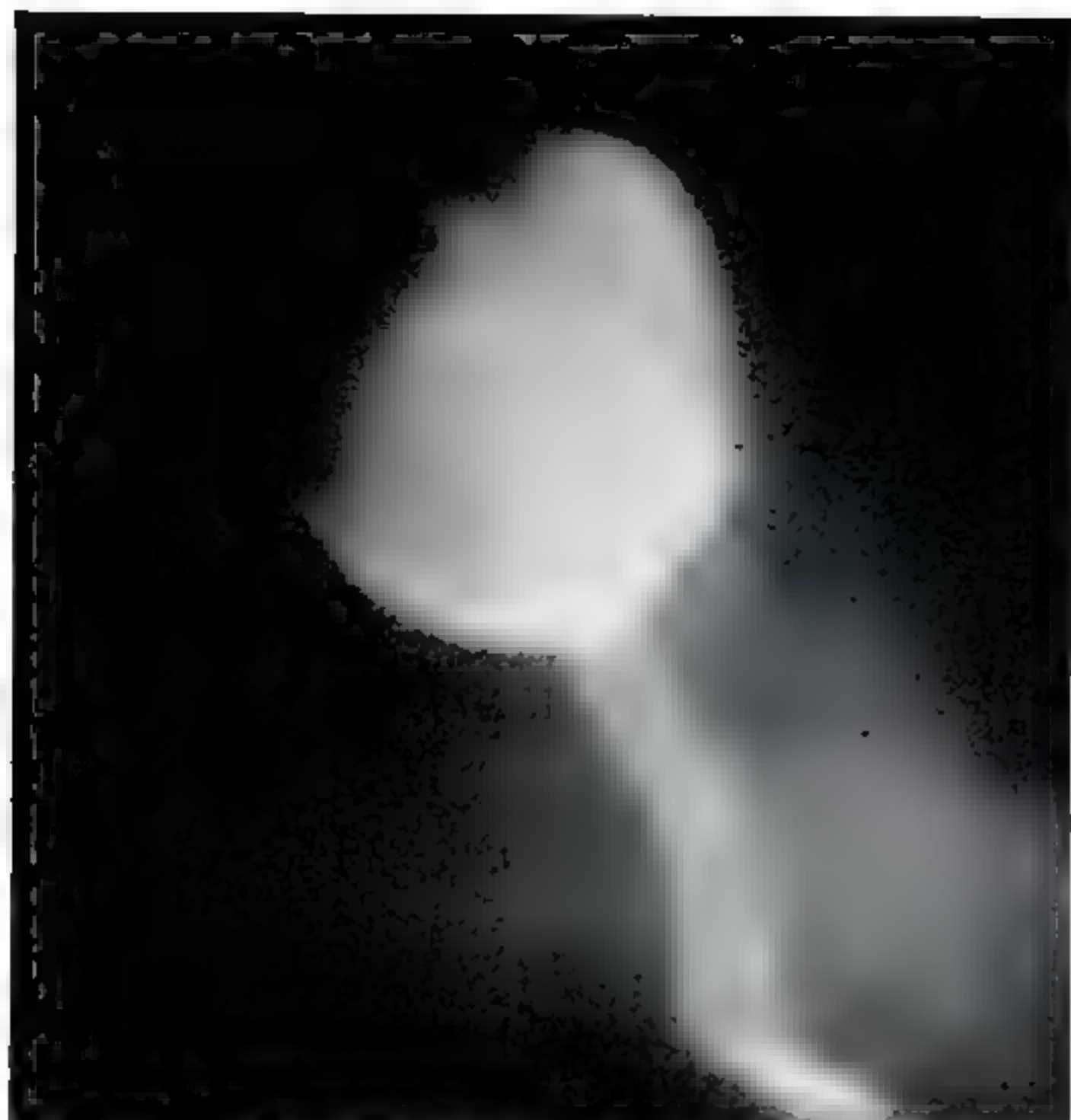
Evelyn Dearman of the English Wightman Cup team will be 29 next week. This summer she won the Canadian championship and with Joan Ingram reached the doubles semifinals at Wimbledon. She is tall, well-built, reserved.



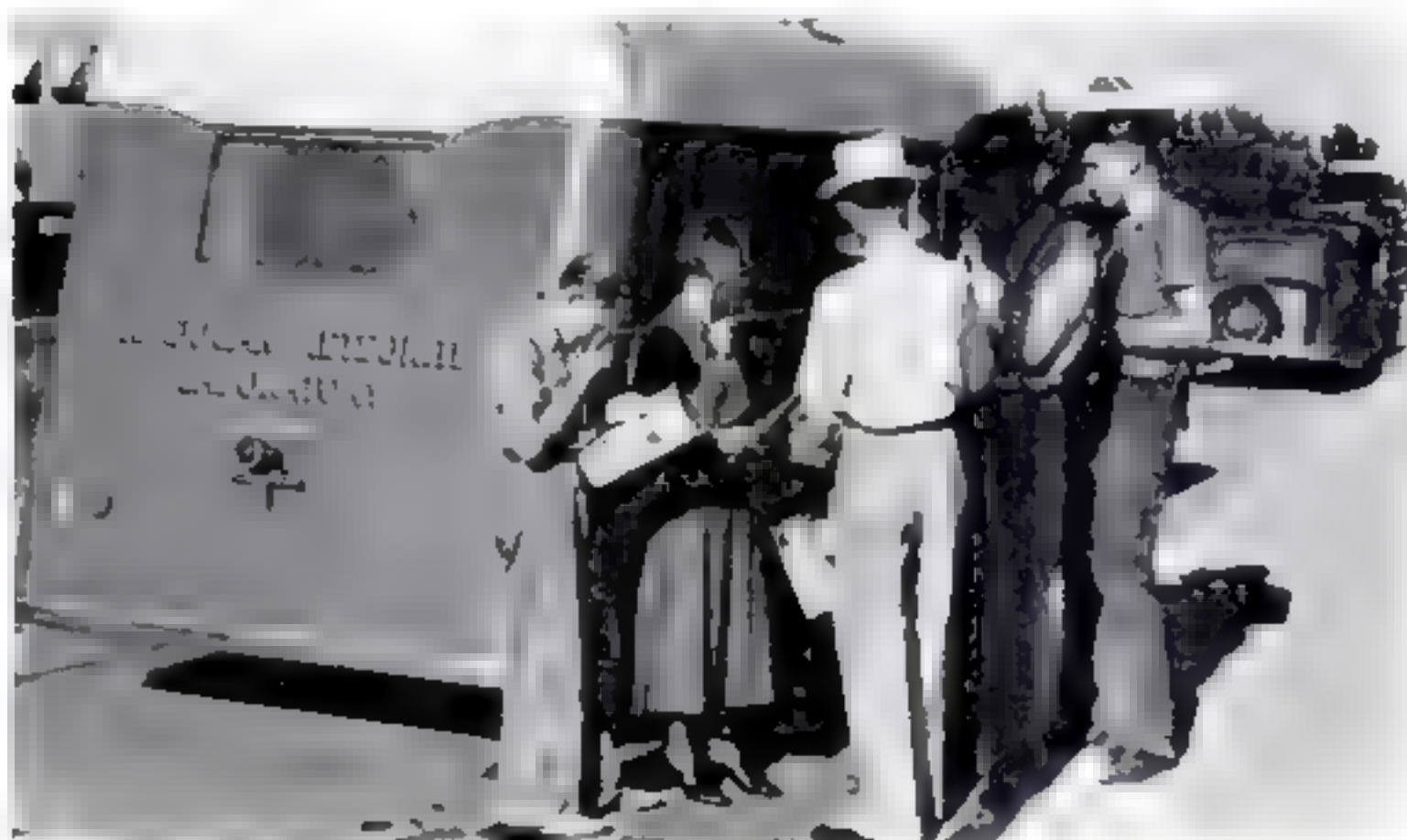
SCIENCE & INDUSTRY

CHASING METEORITES IS A CAREER

Millions of meteors enter the Earth's atmosphere yearly. All but an infinitesimal proportion burn themselves out by atmospheric friction before reaching ground. But whenever a meteorite does strike the Earth, the chances are that the world's most persistent star-dust chaser, Dr. Harvey Nininger of Denver, will discover it, buy it and sell it to a museum.



Only close-up of meteor with train in this picture of a fireball which fell in New Mexico, March, 1933. Atmospheric friction heated it to incandescence, made it visible.



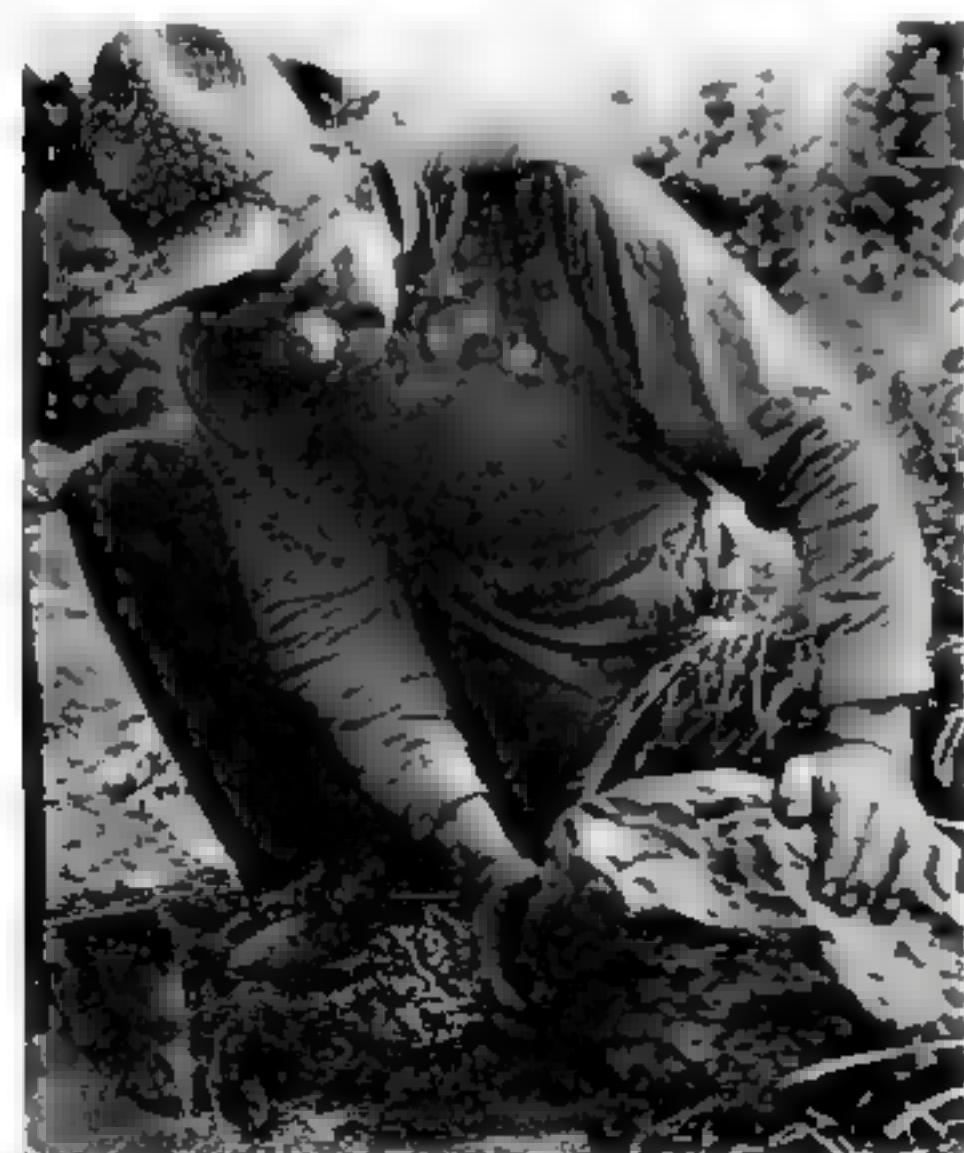
In a trailer, Dr. Nininger (wearing white hat), head of American Meteorite Laboratory, tours the country. Here he is describing meteorites to farmers, asking them to send him their finds.



Addie Delp Nininger accompanies her husband on most meteorite-gathering field expeditions. She cooks, tends their trailer home, is also an expert meteoritist in her own name.



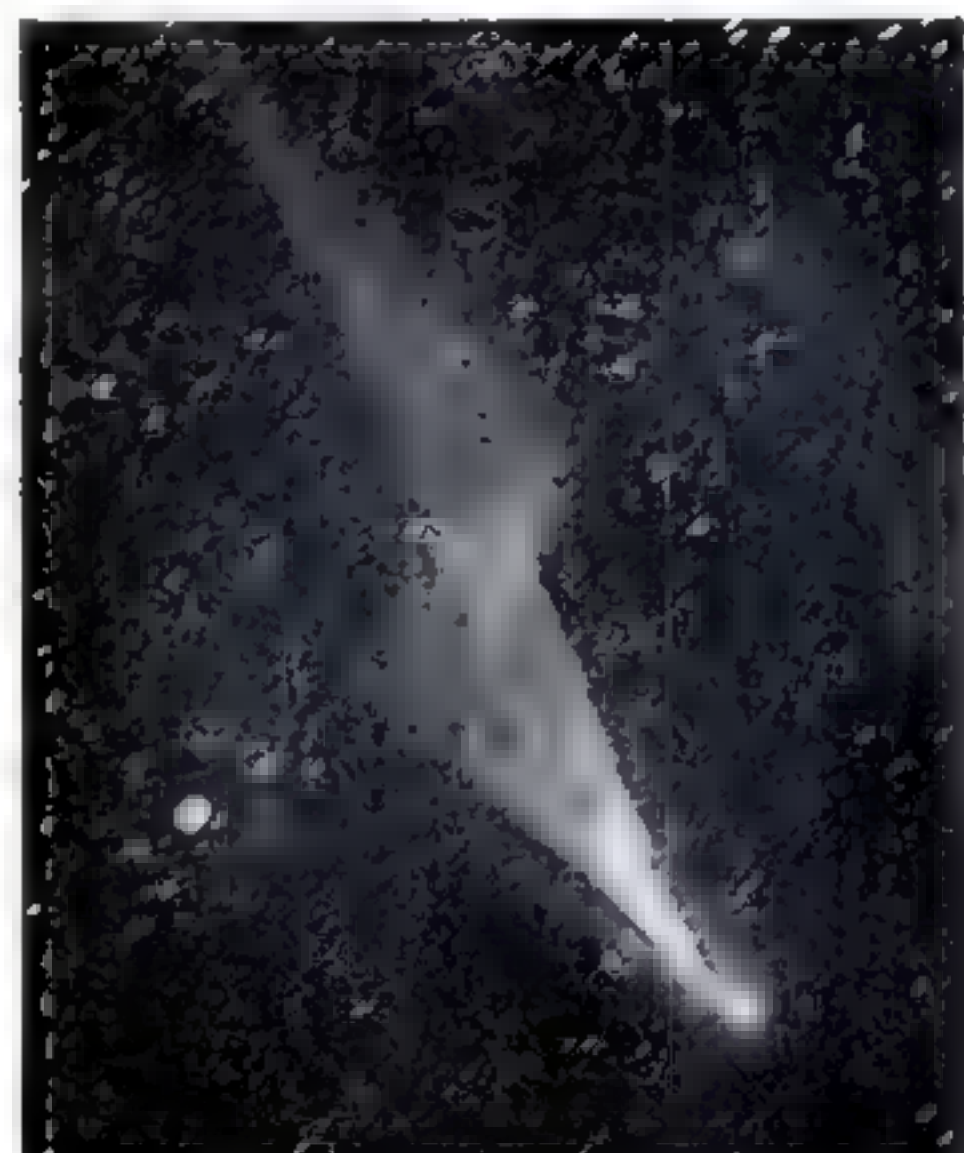
Harvey Harlow Nininger passes all his time hunting meteorites and lecturing on these rare witnesses from outer space. In 14 years he has located specimens of 77 showers.



A meteorite is recognized by a Nininger disciple. Farmers often mistake meteorites for stones, throw them aside.



Meteorites are very heavy. Dr. Nininger pays 81 a pound, thus giving farmers a nice profit for their discoveries.



Comets, which have disintegrated in space, cause most meteors. When these hit the Earth they are called meteorites.



So cool...so cooling

"The north wind doth blow and we shall have snow"—next winter. Meanwhile, when it's awfully, awfully hot, just pick up a frosty bottle of ice-cold Coca-Cola and you've got the weather situation well in hand—for this is *the pause that refreshes*... and cools.



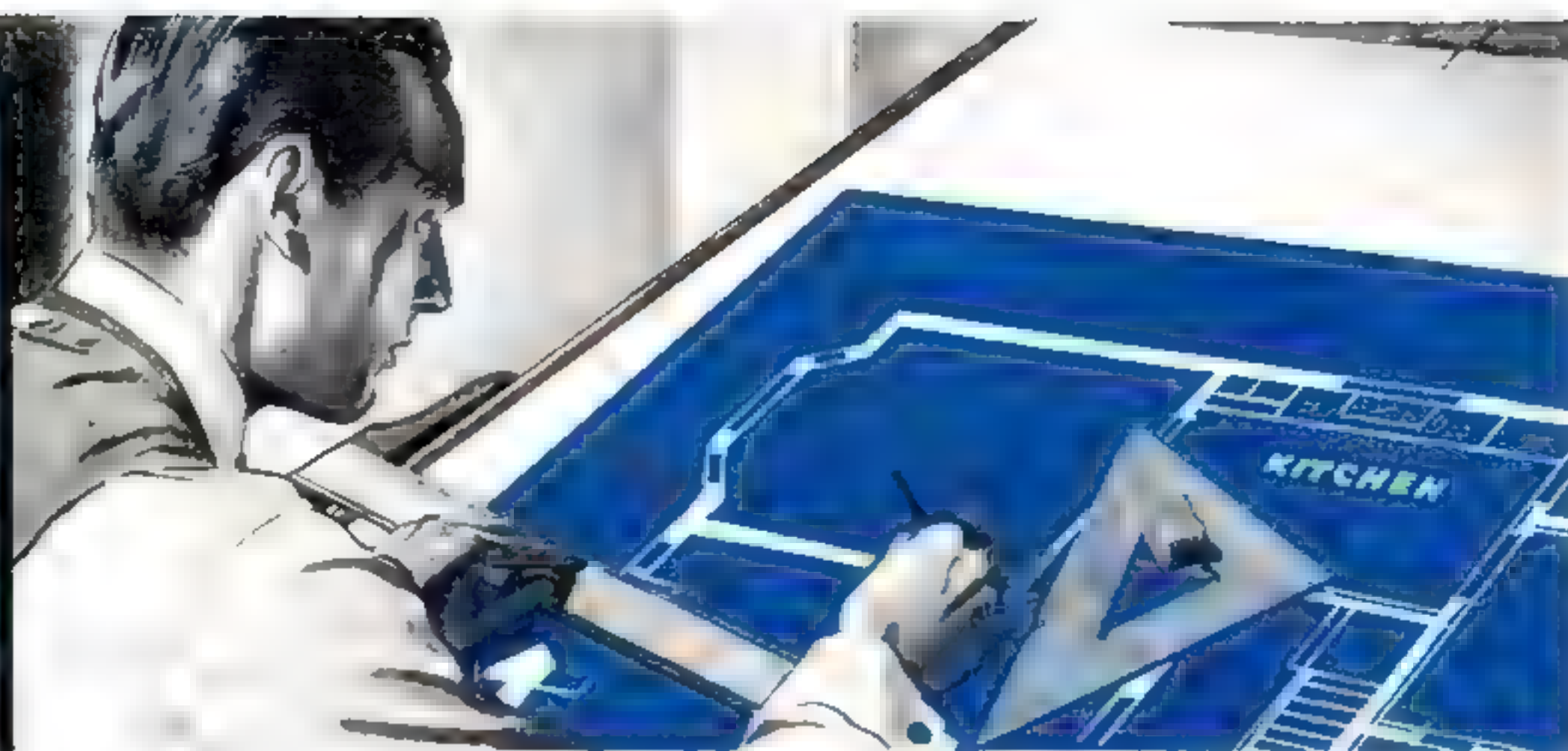
LOOK FOR THE FAMILIAR RED COOLER

WANTED

(BY A FAMOUS ARCHITECT)



"The Easiest-to-Keep House in the World"



BUILT-A House Run Automatically by GAS!



THE MODERN GAS KITCHEN SAVES HOURS AND DOLLARS.

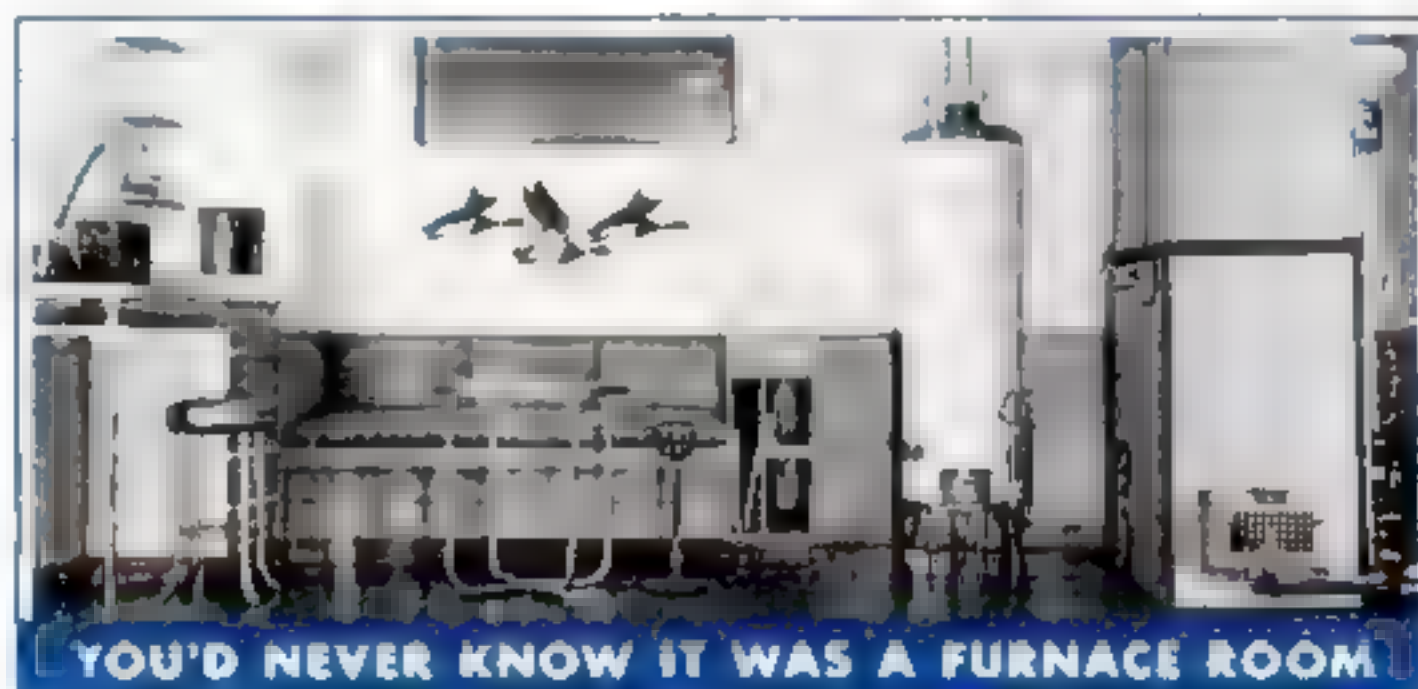
The gas kitchen in our architect's home is completely automatic. The gas oven preheats in 10 minutes. Oven heat control assures exact temperature—clock control turns the heat on and off. New smokeless speed broiler cuts broiling time in half. Range top burners light automatically. THE AUTOMATIC GAS REFRIGERATOR has no moving parts to give trouble, is *really silent*, and operates at lowest cost.

THIS "easiest-to-keep" house was specifically planned to give maximum comfort with the least possible housekeeping effort.

The architect's first problem was to choose automatic, dependable equipment for the major jobs of cooking, refrigeration, water heating, house heating and air conditioning. Units had to be clean, noiseless and independent of uncertain

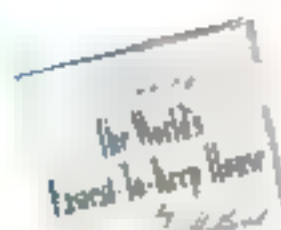
fuel service. Easy to operate and trouble-free. Modern in design, and beautiful in appearance.

His selection of gas for these "four big jobs" was the result of his experience with all types of equipment. Modern, automatic gas appliances can make *your* home "easiest-to-keep." Stop in at your Gas Company or dealer and hear the news about them.



YOU'D NEVER KNOW IT WAS A FURNACE ROOM.

This gas heating, air-conditioning and hot water plant needs no attention from one year's end to another! No fuel to order or store. No moving parts. Just year-round comfort—and incidentally, the quickest and lowest cost installation of any reliable automatic heat available.



FREE! Send for booklet, "Planning the World's Easiest-to-Keep House," by CONSTANCE HOLLAND, a valuable guide for saving time, money and effort in your own home. Mail this coupon to American Gas Association, 420 Lexington Ave., New York.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Look for this Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this seal comply with national requirements for safety, durability and efficiency.

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

Meteorites are made into museum pieces *(continued)*

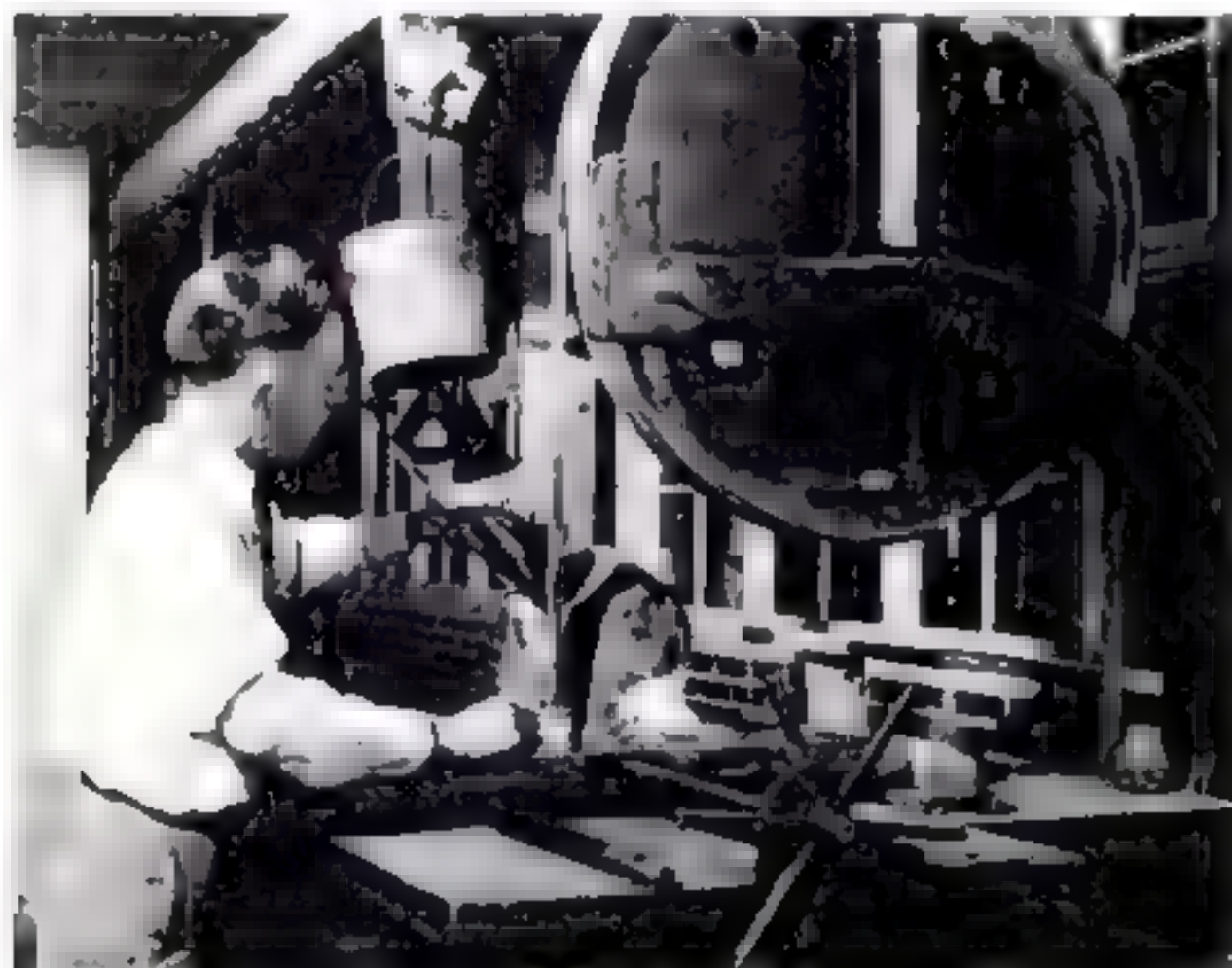
No precious metal has ever been found in sufficient quantities in meteorites to give them commercial value. But because they tell a fragmentary story of the universe outside the stratosphere, they are of immense value to scientists. Only man who can satisfy the demand for meteorites is Dr. Nüniger. At his American Meteorite Laboratory in Denver, he gathers the heavenly stones, cuts them into slabs, judiciously distributes them among museums and collectors. As a result of his work, scientists estimate that the age of meteorites ranges from 100,000,000 to 2,900,000,000 years. (The solar system is about 3,000,000,000 years old.)



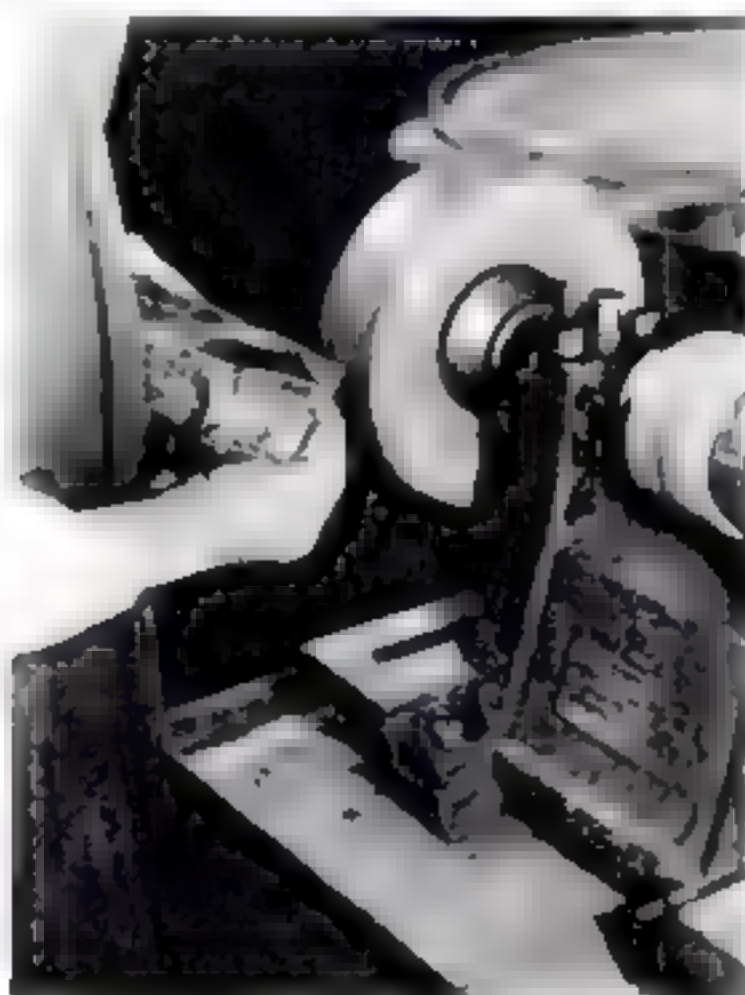
Craters of the moon are said to have been formed by the collisions of giant meteorites with the planet in bygone ages.



An iron prod is used by Dr. Nüniger to delve for meteorite fragments which are buried too deep for a plow to reach.



Cutting a slab from a hard, stony meteorite. Onto the slow-moving toothless steel band trickles a stream of water carrying a film of carborundum powder. This very powerful abrasive is used by Dr. Nüniger to do the actual cutting.



Polishing a meteorite on a buffer in the American Meteorite Laboratory. Meteoriticists study structural composition on smooth surface.



Hundreds of letters from persons who believe they have found meteorites come to Frank Clay Cross who works with Dr. Nüniger. Most writers are mistaken. Nevertheless, a few do discover valuable meteorite fragments.



Network of lines, known as Widmanstätten figures, shows when a meteorite is polished, etched with acids. They are the result of rapid crystallization.



INGRAM'S CERTAINLY FEELS SWELL ON MY FACE!



OF COURSE—IT'S ASTRINGENT I ALWAYS USE AN ASTRINGENT TO CLOSE UP LARGE PORES.

RIGHT!—AND IT CERTAINLY LEAVES MY FACE TONED AND REFRESHED.



A MAN NEEDS A FACE TONIC JUST AS A WOMAN DOES—IT GIVES YOU SOME COLOR—A YOUNGER LOOK!

THINK OF IT—SHAVING CREAM, TONIC AND LOTION FOR THE WHOLE WHILE, IN ONE PREPARATION!

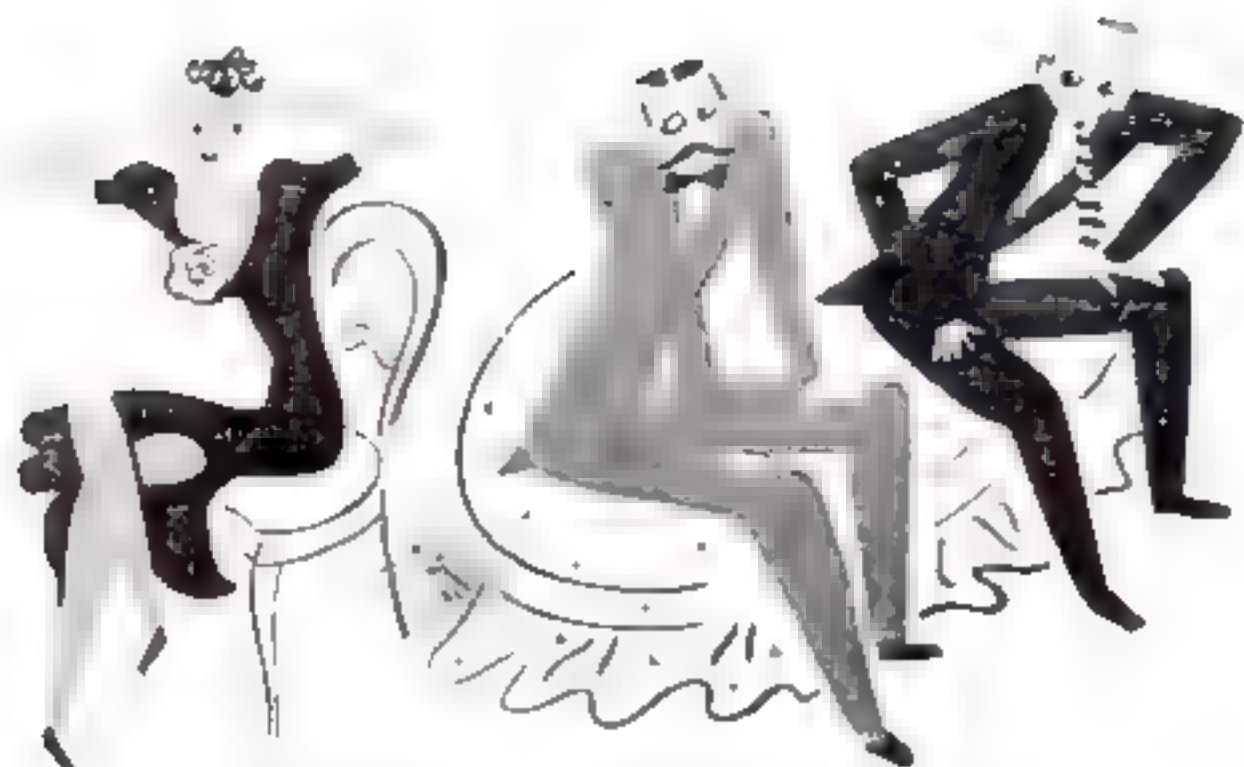


LUCKY YOU! YOU PRACTICALLY GET A COMPLETE MASSAGE WITH EVERY INGRAM SHAVE. YOUR SKIN LOOKS SOON BETTER.

WHAT A SHAVING CREAM—this Ingram's! Because it's concentrated for economy, the smallest morsel billows up into a cloudbank of lather that makes quick work of the most stubborn beard. Your razor glides through without pull, sting or nick. But it's the bracing "kick" in Ingram's that makes it unique—the freshening, astringent, tonic "lift" that leaves your face looking younger—your skin smooth and comfortable not for minutes but the entire day! Shaving cream, lotion and tonic in one—that's Ingram's!



CONTINUED ON NEXT PAGE



*A girl who spent all her finances
To cultivate masculine glances
Found it was wiser
To wear hose by Kayser—
The shades are real aids to romances!*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy—it's fun! And you'll win 6 pairs of Mir-O-Kleer® Hosiery for each limerick we accept. Mail to Kayser, Dept. L, 300 Fifth Avenue, New York City.

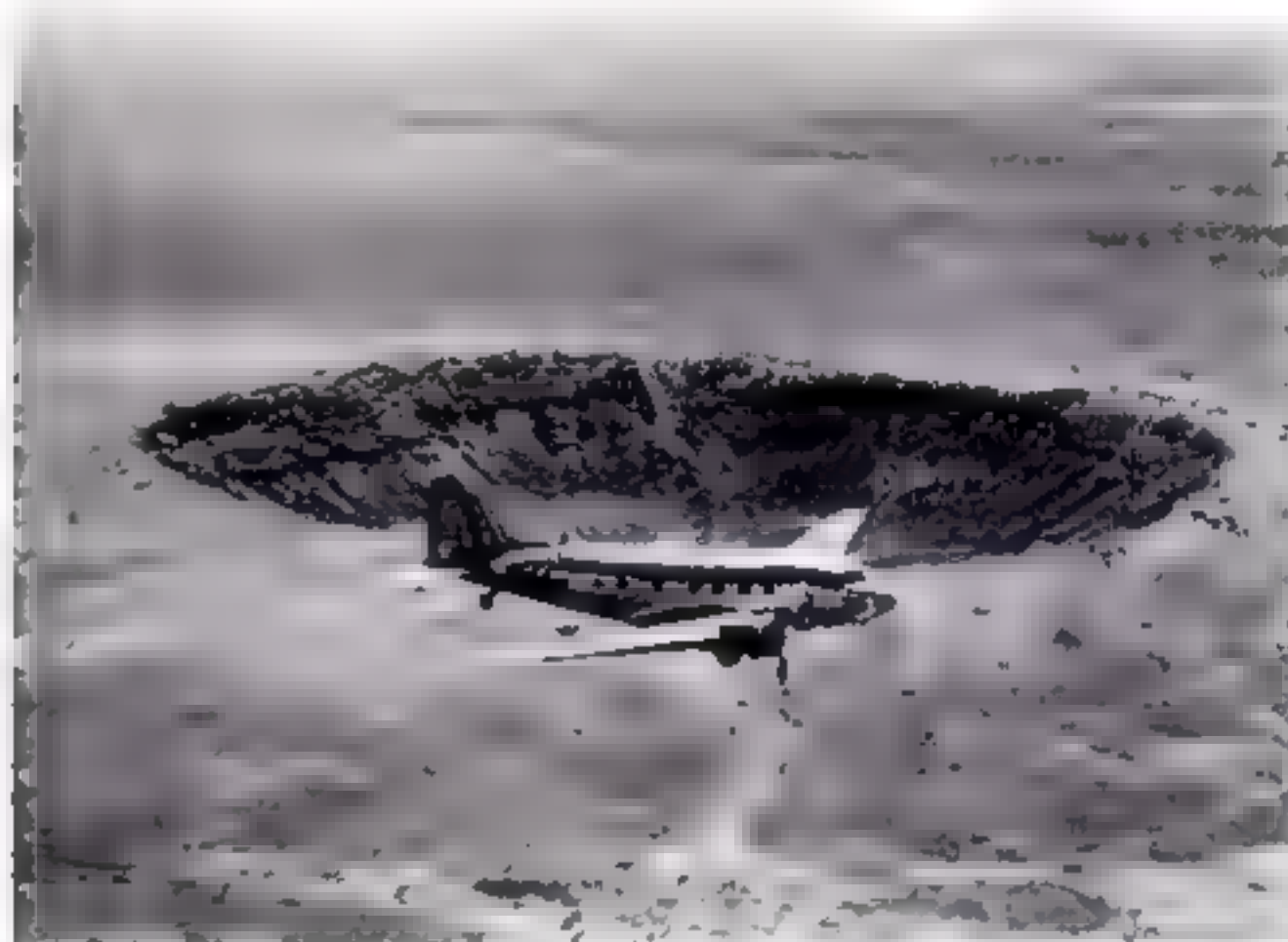


MACRAE TRADE MARK U. S. PAT. NO. 1,968,807 "COPY" U. S. PATENT & CO. 1937

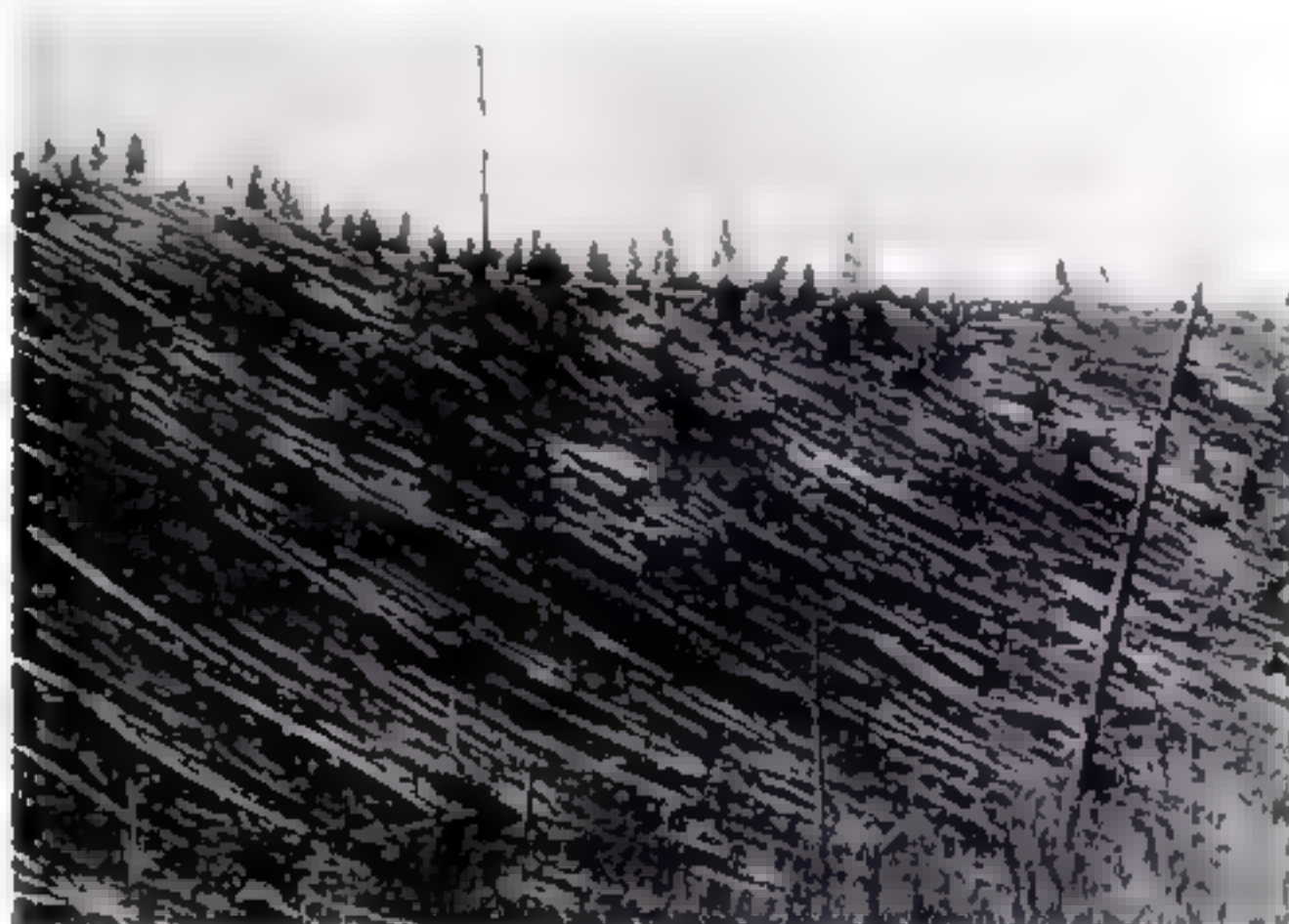
Meteorites never killed anyone

(continued)

Meteorites have devastated vast areas, killed thousands of animals, destroyed vegetation. Yet history records no man ever having been killed by a fireball. Dr. Nininger, however, predicts a human death from this cause will occur within a hundred years.



Fastest-falling meteorite is the one which, thousands of years ago, crashed into Arizona, formed Meteor Crater. It dug a hole 4,000 ft. in diameter, 600 ft. deep.



Largest fall in modern times hit Siberia in 1908, mowed flat 700 square miles of forest, killed a herd of 1,500 reindeer. Its concussion was felt as far off as England.



Largest fragment of a meteorite on exhibit is this boulder at the American Museum of Natural History, New York City. It was found in Greenland, weighs over 37 tons.

MODERN MOTHERS FIND NEW NUCOA WHOLESOME...ECONOMICAL

New-type margarine is a delicious "thrift spread" for bread and ideal for all cooking. Nourishing! Always sweet and fresh!



Nucoa is high in food-energy. Every pound of Nucoa supplies 3400 food-energy calories . . . as many as the most expensive spread for bread. With milk, eggs, fruits and vegetables, Nucoa fits ideally into the balanced diet every child requires.



Nucoa tastes so good on bread! It is a pure vegetable margarine churned to delicious creaminess. Approved by Good Housekeeping Bureau and accepted by The American Medical Association, Council on Foods.



The same creamy goodness you taste in Nucoa on bread makes it delightful for all your cooking, too. Nucoa seasons vegetables luxuriously . . . gives you light, tender, rich-flavored cakes and delicious sauces and confections.



It's money in your pocketbook—a big saving on every pound of Nucoa! This adds up, in a few weeks, to a real sum. "Nucoa is such a blessing!" mothers say. "It helps balance the family's diet and our budget, too!"



The wholesome "thrift spread" for bread

Churned by The Best Foods, Inc., makers of Hellmann's and Best Foods Real Mayonnaise

THE STRANGE CASE OF WINIFRED SACKVILLE STONER JR.



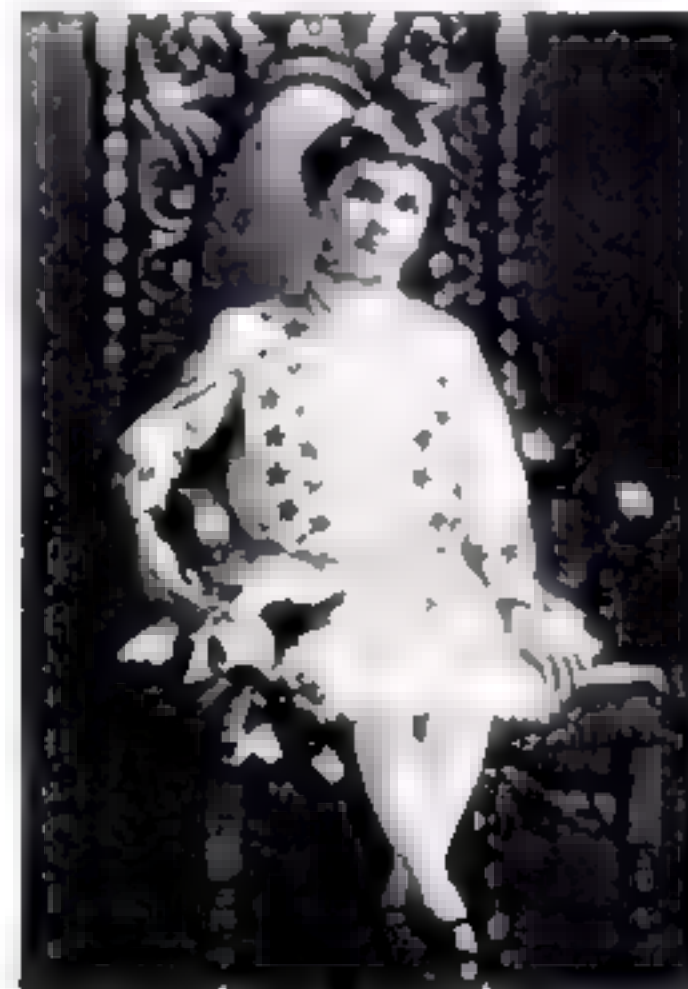
The child prodigy grew up to look like this when she was 26 and had been married twice. Today, Winifred Sackville Stoner Jr. is being sought to share an estate in Kent, England.



Baby Winifred sat up alone at three months and was able to hold her first doll, Martha.



An accomplished violinist at 10, Winifred had already written poems and three books.



Stars given her by celebrated Esperantists decorate Winifred's dress in this picture.



A normal little girl, Winifred loved to dress in such costumes as Madame Butterfly.



Mother Stoner, surrounded by portraits of her wonder-child, conducted a campaign for natural education, founded the

World League for Fostering Genius, maintained that her daughter was just a normal girl brought up "naturally."

Under Public Notices in the *New York Times* of Aug. 17 appeared this unobtrusive ad:

ADDRESS OF WINIFRED SACKVILLE
Stoner Jr., to settle Engleah estate, E. H.
Sackville, Washington, Pa.

Retentive readers remembered the name. Soon after the turn of the century, Winifred Sackville Stoner Jr. was often in the headlines. Doctors examined her, educators marveled at her, parents followed her amazing career.

Winifred Stoner was then a baby. She was born in 1902 with teeth, an early hint of precocity. At one, she could talk in polysyllables, scan the first ten lines of Virgil's *Aeneid*, recite Tennyson's *Crossing the Bar*. At three she was an expert typist, read English and French. It was about this time that Winifred's mother started her campaign for realism in child education. One day, after hearing Mother Goose rhymes, Winifred called her mother a "prevaricatrix" because she had learned from careful observation that a cow couldn't jump over the moon and a dog couldn't laugh. So, with the aid of (continued on page 54)



DON'T LET

"5 O'clock Shadow"

START A WHISPERING CAMPAIGN

Let down a little in your personal appearance and it's just human nature for others to surmise that things aren't so good with you!

"5 O'clock Shadow"—that unsightly beard growth which appears prematurely at about 5 P.M., looks bad. There's no denying that! It's caused directly by using inefficient shaving instruments which merely "top" the beard. Note this well: *A Gem Blade in a Gem Razor guarantees shadowless shaves which last to the end of the longest day!*

For the Gem Micromatic Razor is scientifically right. Its

built-in, face-fitting bevel hugs every facial contour; compels the long, smooth, gliding stroke of the master barber; shaves at the *one* correct angle, clean and close at the dermal line. All one piece, Gem is the world's easiest razor to use. Twist, it opens; twist, it closes.

The Gem Micromatic Blade is made of 50% thicker surgical steel and so can be given a *deeper* beveled edge. This edge is stropped 4840 separate times to incredible keenness. A keenness that lasts. You get cleaner shaves and *far more* of them to each blade.

Stay clean with Gem! One dollar buys a Gem Razor with 5

blades, handsomely cased, at all dealers. Or send coupon below and 25¢ for convincing "proof" offer.



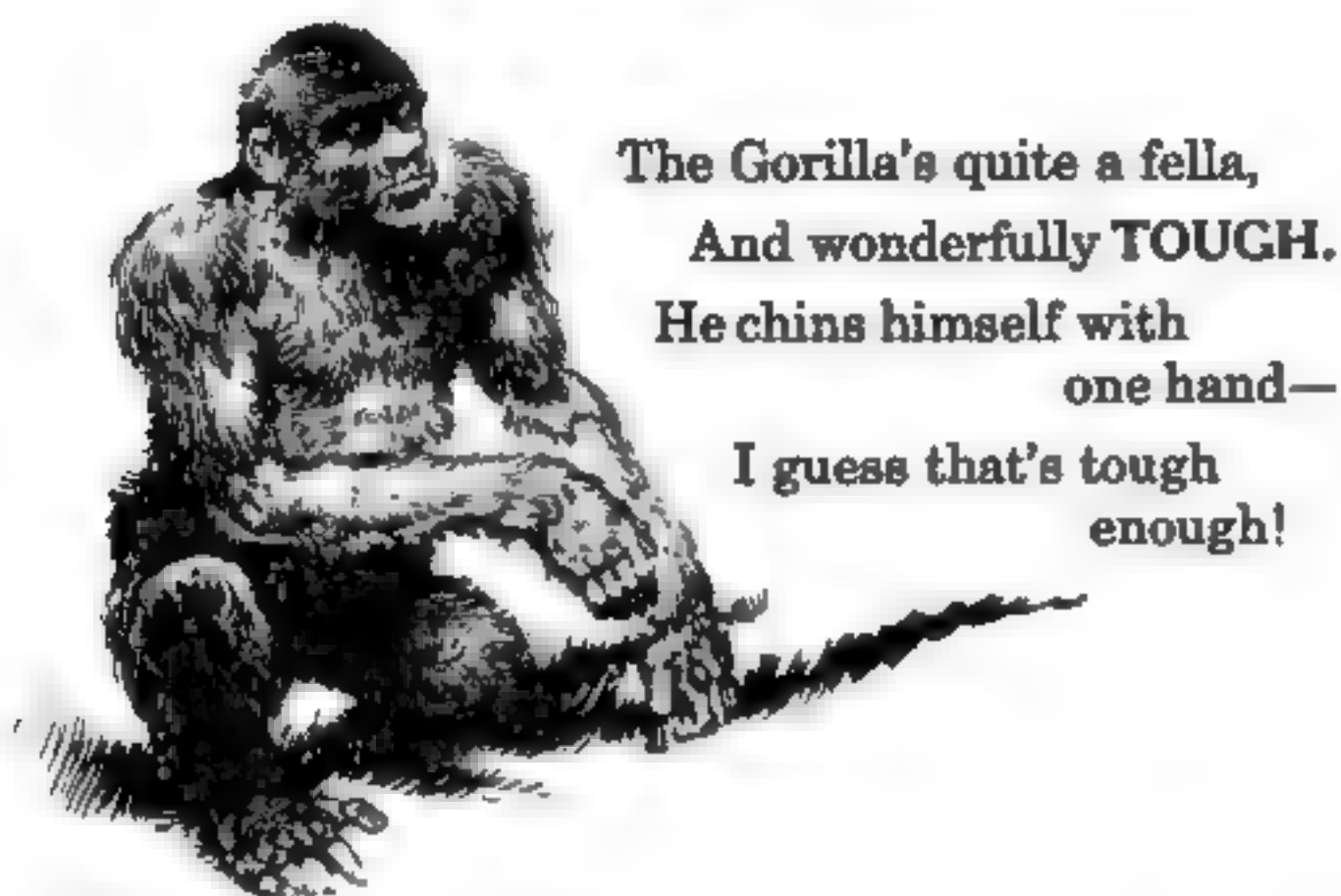
SPECIAL "PROOF" OFFER
 Gem Division, American Safety Razor Corp.
 Dept. LE46, Brooklyn, N. Y.
 Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).
 PRINT NAME _____
 STREET _____
 CITY _____ STATE _____
 (If you live in Canada, write Mutual Sales Co., 426 Wellington St., W., Toronto, 8 (Canada).)
 Copyright 1947 by American Safety Razor Corp.

GEM MICROMATIC RAZOR and BLADES

FOR PERFECT SHAVES—USE A GEM IN A GEM!



The Dingo, by Jingo, is **FAST** as the wind!
When he gets going, he's got 'em all skinned!



The Gorilla's quite a fella,
And wonderfully **TOUGH**.
He chins himself with
one hand—
I guess that's tough
enough!

Now mix them both up, and mix them up well,
And there is the secret of New Golden Shell.



DINGORILLA

Like two oils in one, it's Tough and it's Fast.
It Cuts Starting Wear, and how it does last!

Starting causes More Engine Wear than all the
running... New Golden Shell Motor Oil is Fast-
Flowing to reduce this wear... Tough so it
stands the heat of steady driving.

Golden Shell

The New Motor Oil



(continued)

The strange case of Winifred Stoner Jr.

her daughter, Mother Stoner composed her own nursery rhymes. Sample:

*Dirty face, dirty face, you are a fright,
Dirty face, dirty face, get out of my sight,
Pretty face, pretty face, clean as can be,
Pretty face, pretty face, stay always with me.*

At 5, Winifred was making Chautauqua speeches and touring Europe in
behalf of Esperanto, "universal language of peace." (continued on page 56)



As a teacher, Winifred instructed the children of Mrs. Walter Hardesty, New Philadelphia, Ohio, to play chess, talk Esperanto and study nature from pet animals.



The typewriter was Winifred's companion from the age of two. Her mother believed that children should be expert at it even before they could write with a pencil.



Her pet bird, also taught by natural education, could jump rope, wink its eyes.



She was taught eurythmics, could swim "almost as well as Annette Kellerman."

NEW MAKEUP KIT CONVINCES CAST OF "VIRGINIA"



LONDON WAS LUCKY to be first to hear lovely blue-eyed Anne Booth, of the silvery voice, leading lady of "Virginia." "And America is lucky," says Miss Booth, "in this simply priceless Marvelous Makeup. I've found nothing I like so well in England."



HOLLYWOOD loaned glamorous Mona Barrie to the New York stage for a lead part in "Virginia." "And Hollywood is mad about the new Eye-Matched Makeup," Miss Barrie reports, "I'm thrilled to find it in these little makeup kits."



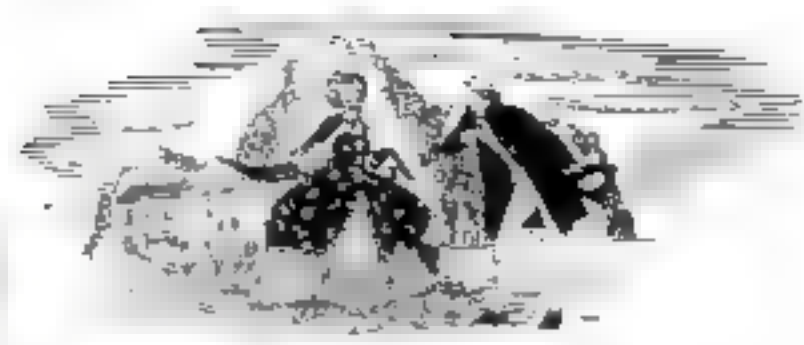
BEHIND THE SCENES... the girls of the ballet express delight with softly flattering Eye-Matched Makeup. Try-out kits... keyed to blue, brown, gray, hazel eyes... 55¢.

LEON LEONIDOFF, who is staging the production of "Virginia," takes time out during a strenuous rehearsal to admire Patricia Bowman, prima ballerina, wearing Marvelous Eye-Matched Makeup. "It's sound color harmony," comments famed Leonidoff, "to key all your makeup to the one central theme... your personality color, the color of your eyes!"



MARVELOUS Eye Matched MAKEUP by RICHARD HUDNUT

PARIS...LONDON...NEW YORK...TORONTO...BOSTON...ATLANTA...CHICAGO



Beauties in American Musical Romance now at Center Theater, Radio City, delighted with kit... complete with harmonizing rouge, face powder, lipstick, eye shadow and mascara... all

"keyed to the color of your eyes."

9 OUT OF 10 of the girls in Radio City's gay new musical romance, "Virginia," praise Marvelous Eye-Matched Makeup. They like it, they explain, because...

IT'S MAKEUP THAT MATCHES...harmonizing rouge, lipstick, powder, and eye makeup, too.

AND IT MATCHES YOU...for Marvelous Makeup is keyed to your personality color, the color that never changes, the color of your eyes!

READ about the special "convince-yourself" acquaintance kit... only 55¢! (Canada 65¢)



"LOOKING MIGHTY NICE TODAY," says Ronald Graham, "Virginia's" leading man, to Anne Booth, fascinating prima donna. "It might be my makeup, sir, she said," rejoins Miss Booth, pleased with her Marvelous Makeup Kit keyed to blue eyes.

STAR TONIGHT with your own leading man! Wear Marvelous Eye-Matched Makeup. Your drug or department store offers this complete kit... harmonizing rouge, lipstick, face powder, eye shadow, and mascara... for only 55¢. Ask for Dresden type, if your eyes are blue. Patricia type, if they're gray. Parian type, if they're brown: or Continental type for hazel eyes. Or send 55¢, with the color of your eyes, direct to Richard Hudnut, Fifth Avenue, New York.

(continued)

The strange case of Winifred Stoner Jr.



Beautiful Winifred, at 17, had a case full of trophies for athletic skill. By this time she had written many books on history, education, women suffrage and animals.

At 7, she published her first book of *Jingles*. Sample:

*Two active kidneys, a liver for bile,
Folks with good livers always smile;
Let's work our livers—make life worth-while,
Smiling and smiling a big smile.*



As the Countess de Bruché, Winifred discovered soon after her first marriage that her husband was a confidence man. She remarried on hearing, mistakenly, that he died.

At 12, she could play five instruments, talk eight languages, swim, skate, box, fence, cook, paint, dance and play baseball. Five years ago she slipped from public view. News from England that she is now heir to \$250,000 sent reporters in search of her.



Her third marriage to Earl Harrison, salesman, in Yuma, Ariz. lasted only a few months. Following a divorce in 1932, Winifred dropped out of the news until Aug., 1937.

I wonder WHAT'S WRONG with me?

So often the trouble can be traced directly to something you least suspect

HAVEN'T you often felt as this girl does? Nothing seriously wrong—but you “just don't feel right.” Stomach upset. Out of sorts and jumpy. So tired out you can scarcely keep your eyes open.

Frequently, these are the symptoms of constipation . . . of accumulated intestinal wastes pulling down your energy, making you feel “sick all over!” And whenever that condition hits you, it's time to take a good laxative.

For more than 30 years, Ex-Lax has been America's favorite means of keeping “regular.” More people use Ex-Lax than any other laxative in the whole wide world. It helps you to feel better and to look better. Ex-Lax is a definite aid in relieving that listless, run-down feeling often caused by constipation.

Ex-Lax works by the “gentle nudge” system

—a simple, easy method of giving you an effective cleaning out. Ex-Lax just gives your intestines a gentle nudge at the point where constipation exists. Its action is easy, comfortable—and thorough!

After taking Ex-Lax, you'll feel clean. You'll feel more alive. And you'll be grateful for the absence of the strain and nausea that make the action of a harsh purgative so unpleasant.

Another thing—Ex-Lax tastes just like delicious chocolate. Children actually enjoy it, and it's just as good for them as it is for you. At all drug stores in 10c and 25c sizes.

FREE! If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax, Department NL97, Box 170, Times-Plaza Station, Brooklyn, New York.

When Nature forgets—remember

EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE



FREE TO THE READERS OF LIFE

**THIS GUIDE
to the
SELECTION
and CARE of
BLANKETS**

KENWOOD



*This label is the mark
of quality on men's
suits, and this
label on clothing, and on
blankets, bathrobes,
and bathroom rug.*



HERE is a book that will help bring blanket satisfaction and sleeping comfort into your home to stay. Every page is packed with just the information you want, to choose blankets perfectly suited to your needs and then keep them lovely for years to come. For example, it tells and shows you:

Correct blanket sizes for different types of beds; correct types for health and sleeping comfort; correct colors for your rooms.

Simple tests of quality you can make in the store—how to tell live new wool; how to test for strength of weave and lasting wear.

How to wash blankets to keep them always like new; how to put them away for summer; how to guard against moths.

This beautiful book, illustrated in full natural color, has been prepared by the Educational Department of Kenwood Mills, famous for quality wool products. It is free. To get your copy at once, simply send the coupon at right or a letter or postal.

What you should know about

Blankets

... their selection and care

KENWOOD MILLS, Dept. J-11
Empire State Bldg., New York, N. Y.

Please send me "What You Should Know About Blankets—
Their Selection and Care"

Name _____

Street _____

City _____ State _____

Copyright, 1937, by F. C. Huyck & Sons

KENWOOD *all-wool* BLANKETS

Today the Curtain Rises on the Pen of Highest Pedigree...

a New and Superlative of the Revolutionary

PARKER'S SPEEDLINE MAJOR AND MAXIMA

*New Speedline Shape with Enlarged Ink Capacity,
Self-Governed Flow, 33⅓% More Gold, and
of course Parker's smartly laminated Pearl and Jet Style,
and Full Television Ink Supply*



Scratch-proof Point of Platinum and Solid Gold

—now having 33⅓% more gold than formerly, yet at no higher price to you. All Parker Vacuumatic Points are tipped with highest-grade polished Iridium for life-long wear.

Holds 102% more ink



*than our famous
Duofold*

Today there takes place at all good pen counters the curtain-raising on the king of all pens—the new Parker Speedline Vacuumatic, in three sizes.

A conquering pen is this, because it never starts anything for you that it cannot finish.

For example, it gives you continuous year-round mileage if you merely fill it 3 or 4 times from one birthday to the next. Eight or ten fleet seconds does the trick.

When held to the light its transparent laminations show the ink level at all times. Hence you can refill at any odd moment, so it won't run dry.

An utterly new and revolutionary self-filling principle, eliminating the old-time rubber ink sac and lever filler—using the space thus gained for additional ink—in the Maxima enough to write a 16,000-word novel with ink to spare. Even the slender Speedline Major holds 102% more ink than our famous Duofold.

A truly marvelous and patented invention within this shimmering Pearl and Jet Permanite barrel—a wholly original and exclusive style, now with restful Speedline shape, smartly laminated.

Not merely a 1938 style, but also a 1938 mechanism! The flow is automatically governed regardless of your writing speed. And every Parker Vacuumatic is GUARANTEED mechanically perfect, with no coddling asked or expected.

By all means see this new creation at once. Become the owner of a Speedline Vacuumatic. The curtain rises on this pedigreed Beauty today. Don't be late. The Parker Pen Company, Janesville, Wisconsin.

Makers of Quink—the amazing new ink, that cleans a pen as it writes, 15¢, 25¢ and up.

Parker

Speedline VACUMATIC

REG. U. S. PAT. & TM. OFF.

GUARANTEED · MECHANICALLY PERFECT

Junior or Junorette, \$5 • Standard or Slender Standard, \$7.50 • Speedline Major, \$8.75
Speedline Maxima or Senior Maxima, \$10 • Pencils to match, \$2.50, \$3.50, \$3.75 and \$5

Model Vacumatic

Full
TELEVISION
Ink Supply

~~\$8⁷⁵~~ **10⁰⁰**



New Speedline Shape
most restful ever conceived

New Feed Control
scientifically governs the flow

Full Television Ink Supply
shows ink level at all times

Enlarged Ink Capacity
a new maximum—without increasing size

World's Smartest Style
slender, laminated Pearl and Jet barrel
with distinguished Arrow Clip

Platinum and Solid Gold Point
scratch-proof—33 1/3% more
gold than formerly

Three Sizes
Speedline Major, \$8.75
Speedline Maxima, \$10, Senior Maxima, \$10
Pencils to Match, \$3.75 and \$5

COPY 1937 THE PARKER PEN CO.

New Jewel Case

designed in Plastic for Parker by one of
America's most famous Silversmiths
included with Pen and Pencil Sets at
\$12.50 and \$15. A regal Gift setting
for Parker's flashing laminated Pearl
style. When Pen and Pencil are re-
moved, case serves as a handy con-
tainer for jewelry or boudoir articles.

ATTEND

Original Showing

SEPTEMBER 3-11

*Start Tall Earning or Learning
on a New High Plane*



“Thank you,



Mr. Texaco-man™

We do business on the confidence of over
forty thousand different neighborhoods

We Texaco Dealers have grown big in number by
doing *little* things. Making small sales . . . frequently
. . . to millions who come back.

We believe in the gasoline we sell.

We know that Texaco Fire-Chief gasoline has been
skillfully developed as an emergency-duty gasoline to
give our customers quick response. Engine alertness.

We know it is carefully made to compensate for
changes of climate and season in different parts of the
country. Quick-starting and quick-firing . . . anywhere.

We believe in it. It is the cornerstone of forty-five
thousand small American businesses spread across the
country . . . of which your local Texaco Dealer is one.

It is backed by the judgment, independently made,
of every other 'Texaco Dealer.

We Texaco Dealers believe that each of us helps
the other by serving his neighborhood well—and the
people who pass through it.

Just try a Texaco Dealer next time.

TEXACO DEALERS

Published in behalf of more than 45,000 independent Texaco Dealers by The
Texaco Company . . . Sponsors of Eddie Cantor in "Texaco Town." (On the
air every Sunday Night—Columbia Network) . . . Makers of Fire-Chief Gaso-
line, New Texaco Motor Oil, Havoline and Marfak. Also more than 350 In-
dustrial Lubricants . . . More tourists use Fire-Chief than any other gasoline.

EVER TALK TO A FIRE-CHIEF ENTHUSIAST?

A survey among motorists was recently made
by an independent research organization. It
was noticeable that users of Fire-Chief were
able to give definite and real reasons for their
choice. Below are some of the things that were
said about this gasoline to the interviewer:



"Our mileage is much better with Texaco and we have
no trouble starting the car at all. On our trip to Troy,
New York, we averaged about 18 miles per gallon. We
used Texaco on the trip and it really seemed to give the
car power. We had no trouble on the hills at all."



"Texaco is my standby. I have been using it for a very
long time. It's very good on hills and seems to make
the car pull better. The station attendants are pleasant
and always seem glad to be of service."



"I always get a grin a mile wide from a Texaco Dealer
whether I am buying gasoline, asking the direction, or
just going through his station as a short cut. Texaco
is dependable in all weather and in all kinds of cars."



Does it *mix*?

It is a **mixing** gin, we think, when you neither **smell** nor **taste** it in the finished drink

Gin must support the lemon or lime in a perfect Tom Collins . . . never drown it with a heavy gin smell or gin taste. It takes a real mixer to show this blend of strength and smoothness.

Mixed drinks are an American idea. To meet the American taste that demands smooth mixed drinks, Fleischmann's Gin is distilled especially for mixing—from American grain.

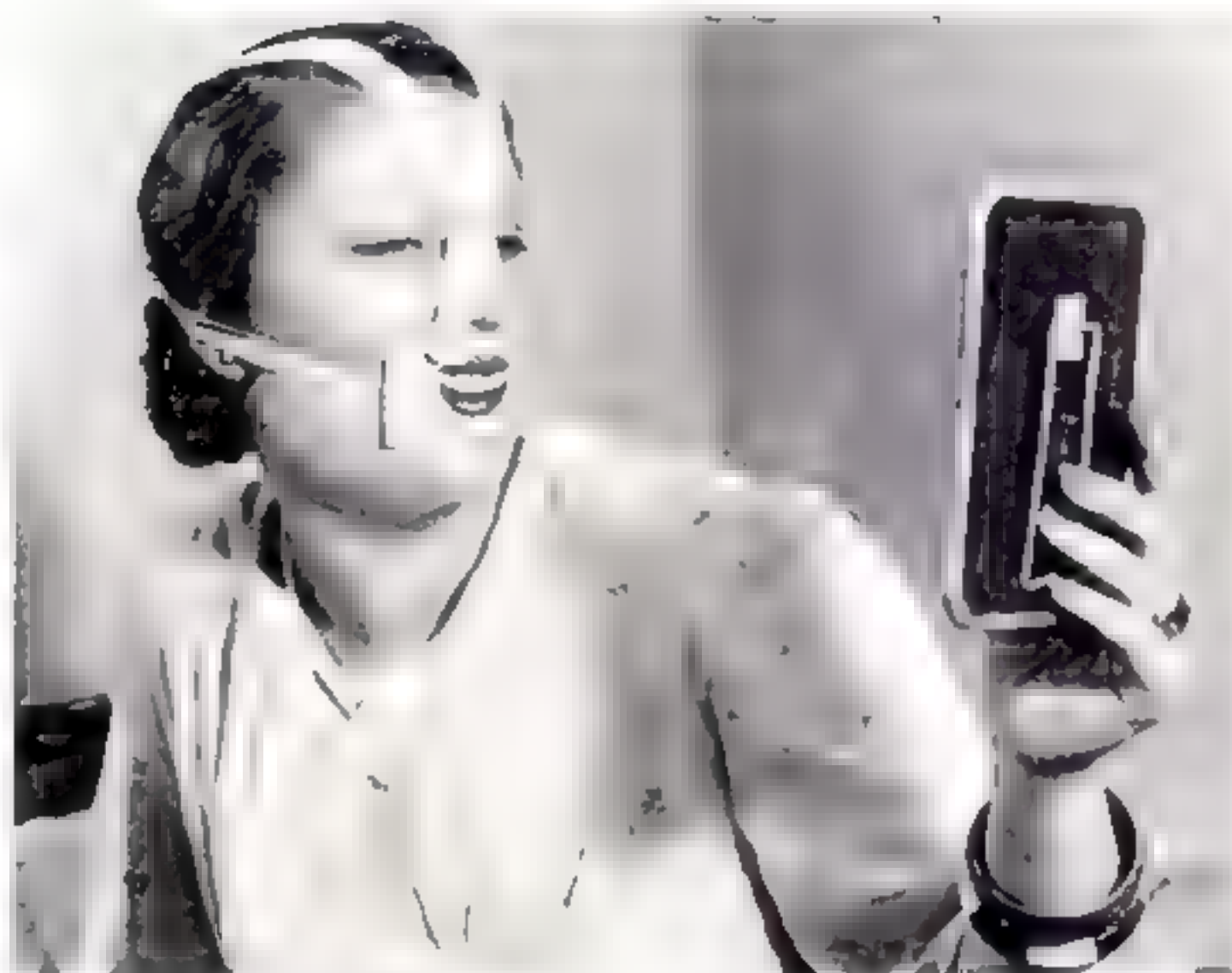
Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And when you order a Tom Collins, say: "Make it with Fleischmann's." (Copr., 1937, by The Fleischmann Distilling Corporation, Peekskill, N. Y.)

Also Fleischmann's Sloe Gin, 65 Proof

THE REAL
AMERICAN
MIXER
90 PROOF
4/5 Quart



BUDAPEST, "CITY OF SUICIDES,"



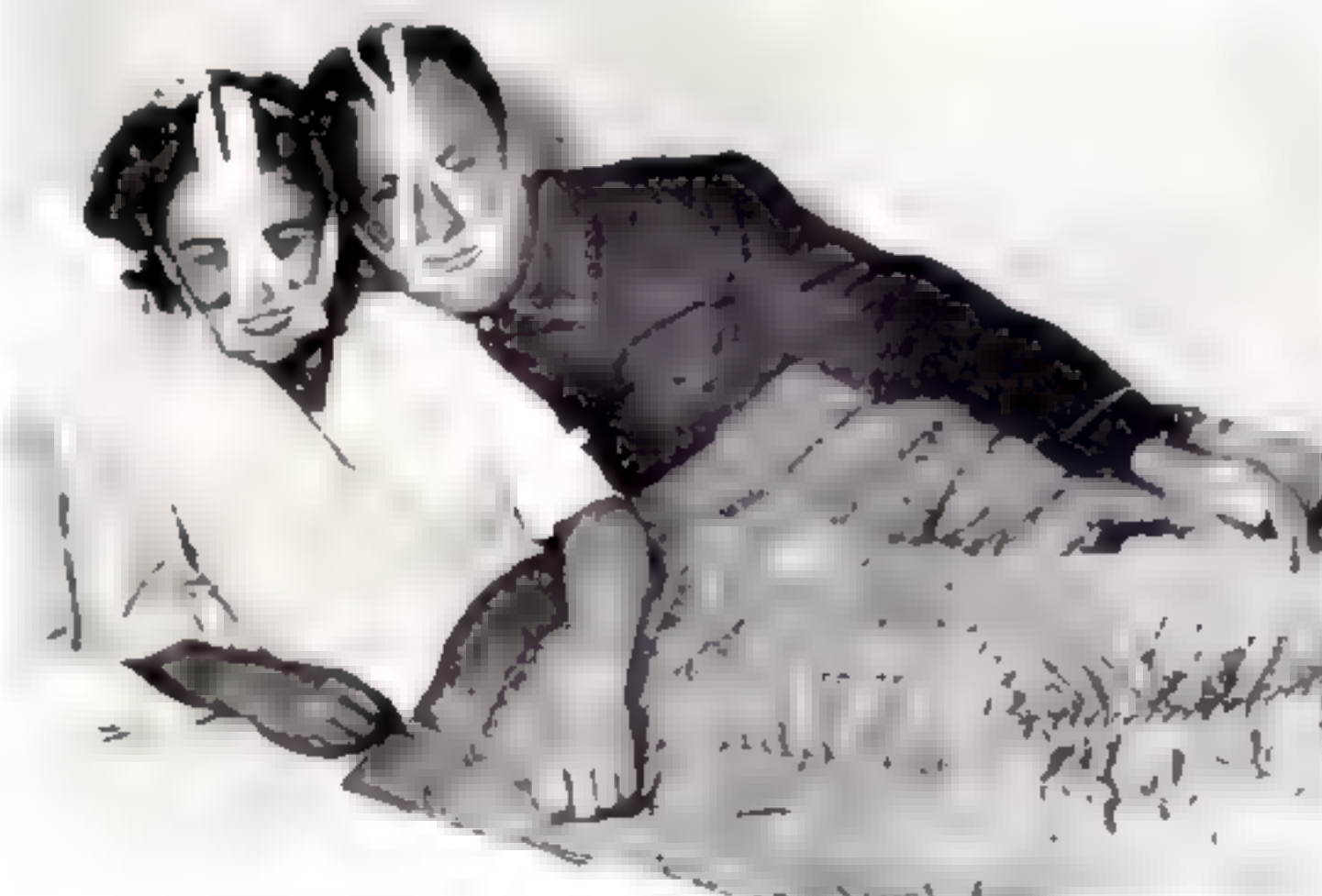
A STUDENT AT THE SMILE SCHOOL FASTENS A GRIN ON HER FACE



MONA LISA IS A SMILE MODEL



ROOSEVELT IS A GRIN MODEL



A MARRIED COUPLE IMPROVES DOMESTIC ATMOSPHERE WITH MASKS

IS TAUGHT TO FORCE A SMILE

A joker in Budapest, Hungary lately evolved the "smile school" shown on these pages. The idea was to counteract the bad publicity Budapest had gotten from the number of suicides supposedly inspired by the Budapest song, *Gloomy Sunday*. The suicide rate in Budapest is actually very high. Patrol boats are stationed day and night along the Danube, near the Budapest bridges, to rescue citizens who try to do away with themselves by drowning.

The smile school is a hoax backed by "Prof." Jenő and a hypnotist named Vincze. They claim to charge up to \$500 for teaching the Roosevelt smile in six weeks. The Mona Lisa smile is more difficult but cheaper. Jenő now has 45 students. He says better business is enabling pupils to smile naturally.



STICKS IN LIPS PRODUCE SMILES



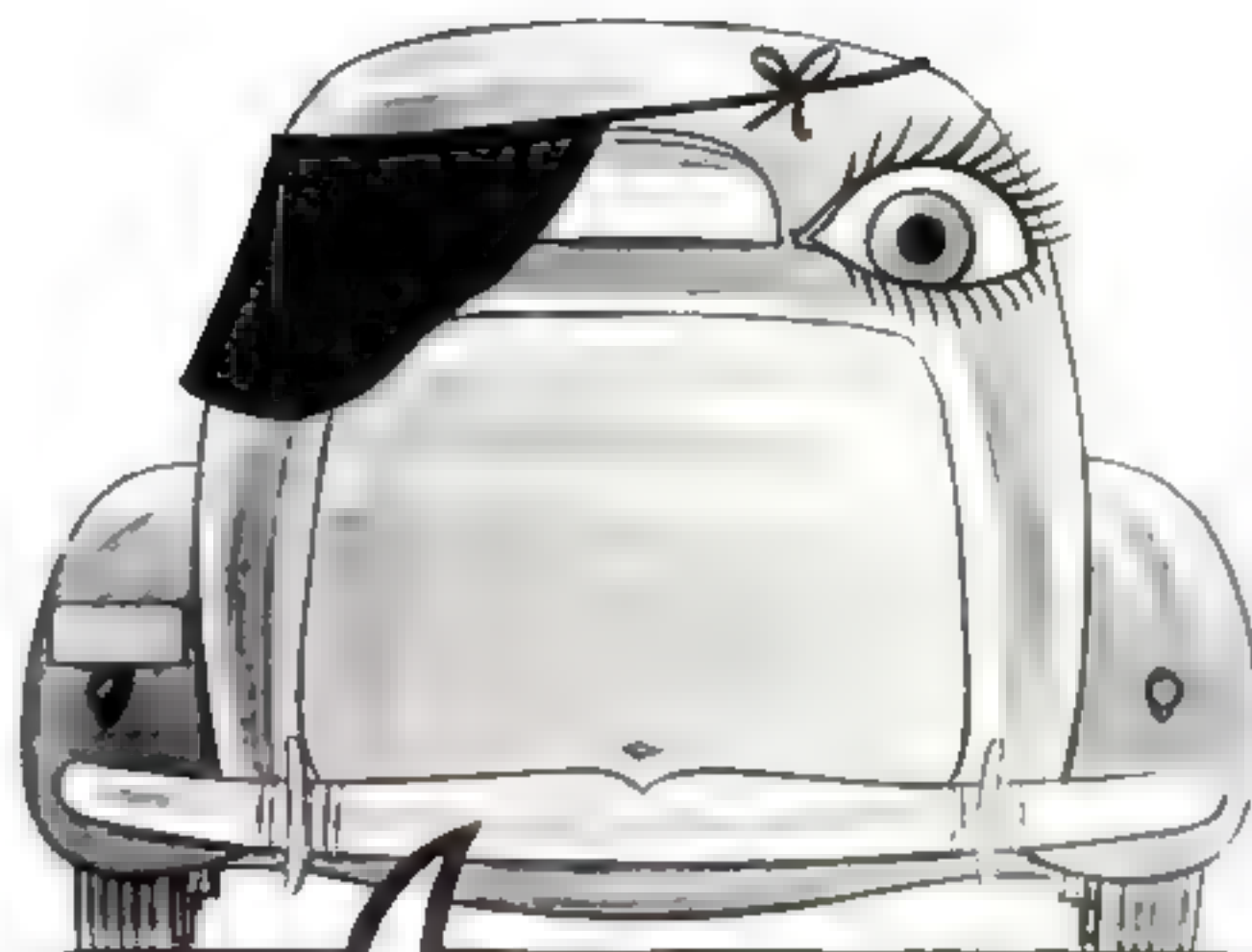
THIS IS A SMILE METER



THE SMILE GAST IS INSERTED



UNNATURAL SMILE BY TEACHER JENŐ BRINGS TWO NATURAL SMILES



This Amazing NEW Invention Puts EYES in my BLIND SPOT!

YOUR car has this same helpless "Blind Spot"! A wall of solid steel that cuts off rear-vision... at the very corner where you need it most!

You want to *swing-out* into faster traffic. You want to *back-in* to the curb. You want to *pull-away* from a parking place. **EACH TIME**, the "Blind Spot" hazard may cost you a smashed fender. A wrecked wheel. Or worse.

● **SPOT-MASTER** clamps and locks securely on the edge of your car door, in a minute. No drilling. No holes. No tools. Theft-proof!

Now comes **SPOT-MASTER** to protect you. This long-needed new invention does a job nothing else ever did. And it is one of the most beautiful safety devices made!



SPOT-MASTER

Puts EYES in your BLIND SPOT

SAVES You More Than It Costs!

EVERY driver knows the "Blind Spot" hazard. Every driver wants protection against the trouble it is almost sure to mean sooner or later.

Now **SPOT-MASTER**—showing all the road behind, clear from curb to curb—**SAVES** you the risk and cost of "Blind Spot" driving. This new kind of rear-vision device—smart, streamlined, stainless steel—is ready for you **NOW** at your service station or accessory store. For **LESS** than the cost of just one dented fender! See it. Try it. Your money back after one week's trial if you'd rather go back to "Blind-Spot" driving!



● A SIMPLE TWIST focuses **SPOT MASTER'S** wide-range view at angle best for you. Steps past. You **SEE** safely—every minute you drive! End "Blind Spot" worry. Put eyes in **YOUR** blind spot.



ANDERSON VISION-CONTROL PRODUCTS
THE ANDERSON COMPANY
Gary, Indiana
"Vision-Control" Specialists

DELUXE MODEL-F3 with hermetic panoramic mirror. Guaranteed for 3 years!

\$185

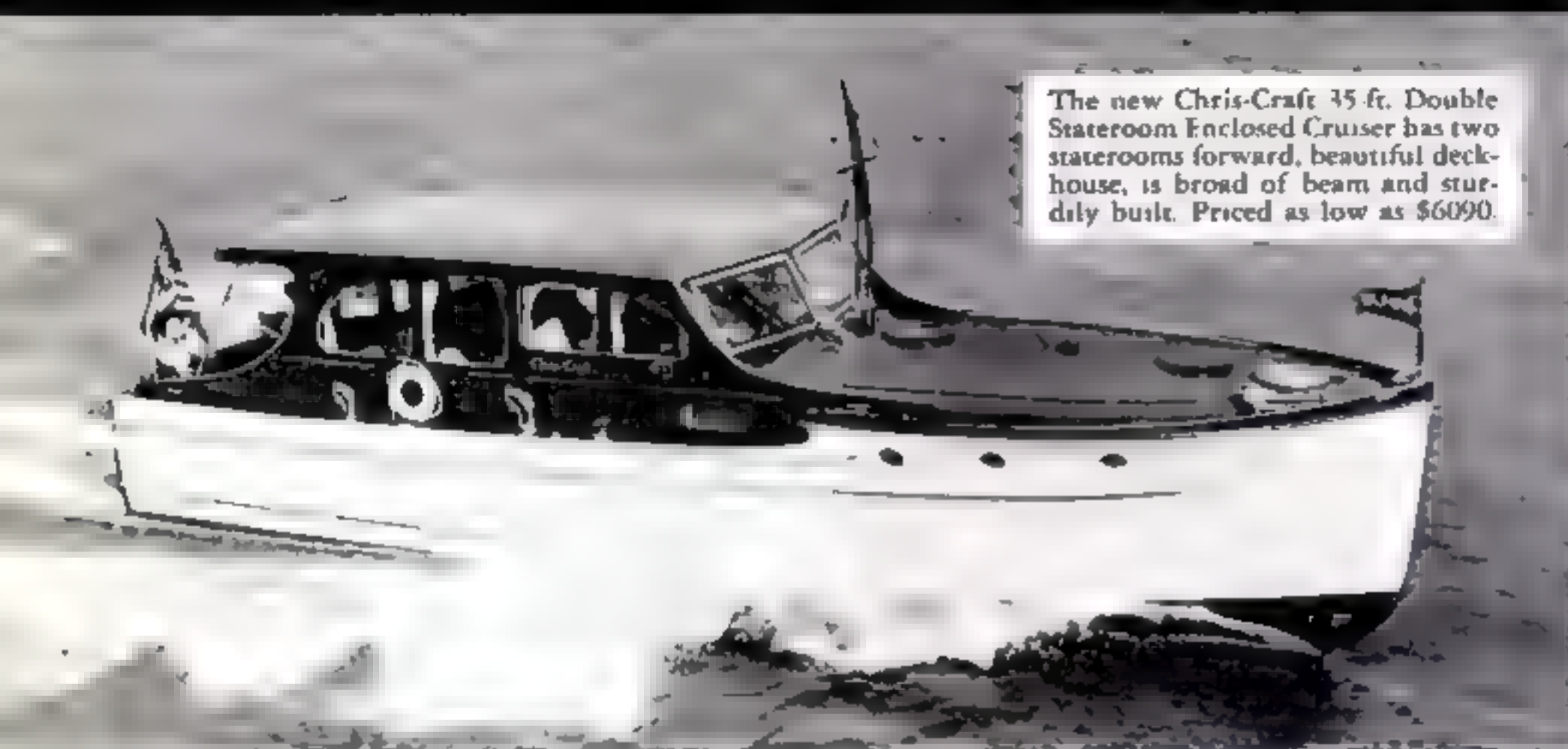
In U.S.A.

STANDARD MODEL-F, \$149

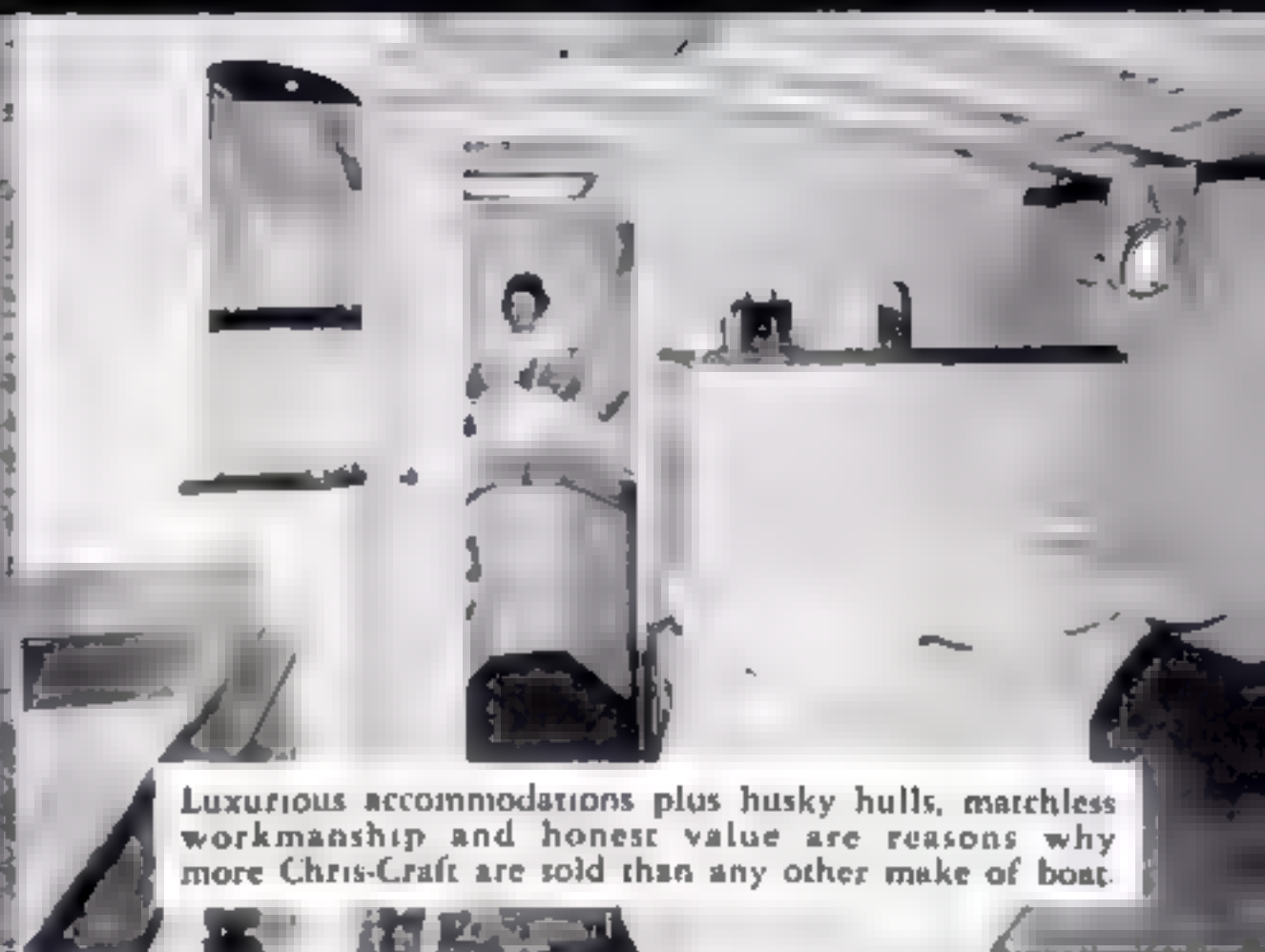
CHRIS-CRAFT

A Complete New Fleet . . . History Making Prices . . . Advanced Streamlines . . .

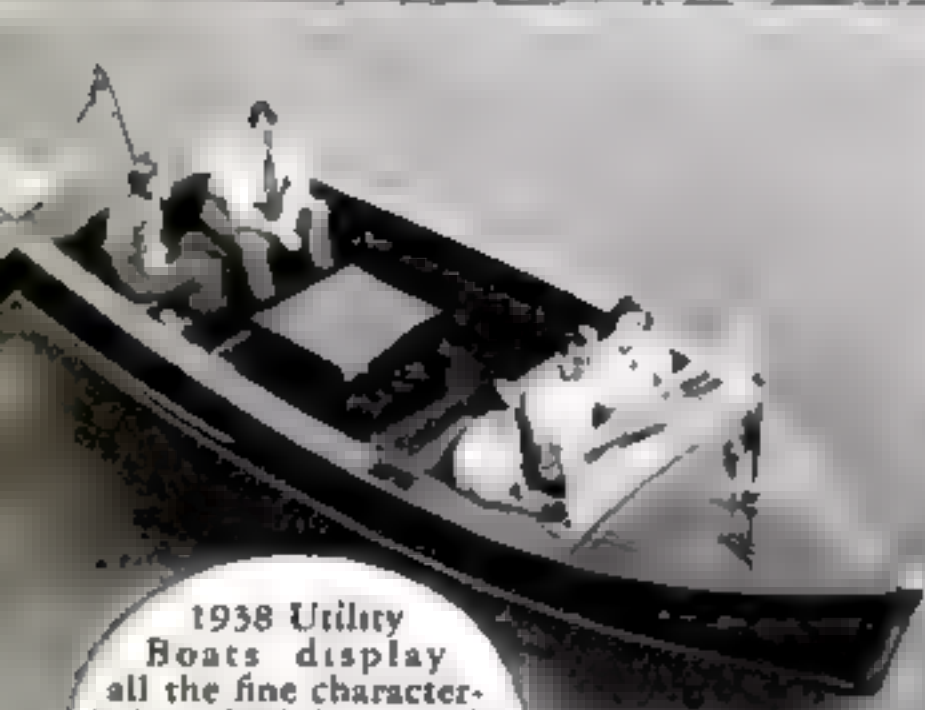
PRICES ARE SUBSTANTIALLY



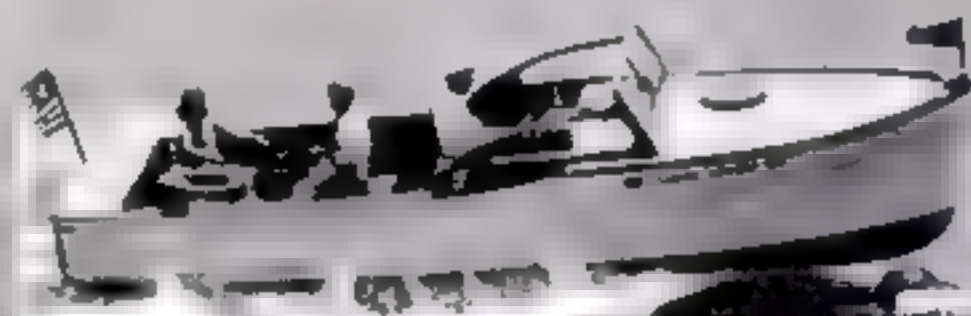
The new Chris-Craft 35 ft. Double Stateroom Enclosed Cruiser has two staterooms forward, beautiful deck-house, is broad of beam and sturdily built. Priced as low as \$6090.



Luxurious accommodations plus husky hulls, matchless workmanship and honest value are reasons why more Chris-Craft are sold than any other make of boat.



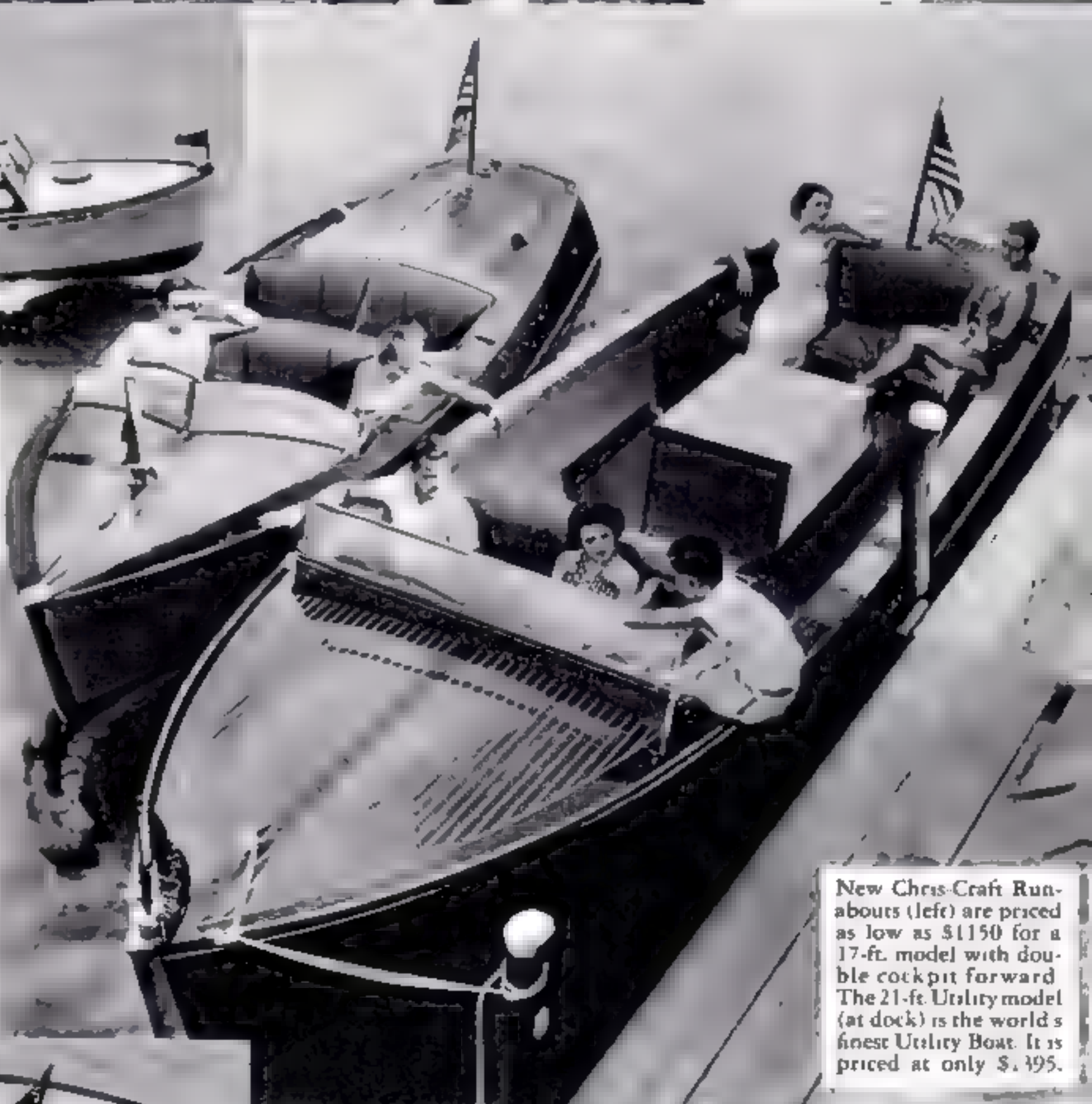
1938 Utility Boats display all the fine characteristics which have made Chris-Craft the world's fastest selling motor boats. Priced from \$895.



For Florida fishing, cruising and exploring, buy this smart new Chris-Craft 24-ft. Utility Cruiser. It has 2 berths, toilet and storage space forward and is priced from \$1790.



The nautically new 26-ft. Enclosed Cruiser for 1938 features a beautiful dining-nook, large galley, toilet compartment and everything to make you love to live afloat. Priced from \$2690.



New Chris-Craft Runabouts (left) are priced as low as \$1150 for a 17-ft. model with double cockpit forward. The 21-ft. Utility model (at dock) is the world's finest Utility Boat. It is priced at only \$1495.



The new 19-ft. Sportsman pioneers added comfort and more usable space for owner and guests. Note the practical seating arrangement. Prices as low as \$1495.

CHRIS-CRAFT

4109 DETROIT ROAD, ALGONAC, MICHIGAN

FOR 1938!

Matchless Comfort . . . Added Convenience . . . New Low Operating Costs
REDUCED FOR FALL DELIVERY



Features of the New 1938 Chris-Craft Fleet

Sturdier, stronger hulls . . . More beautiful lines and finish . . . New plans and decorations . . . better visibility . . . more luxurious accommodations . . . new sound engineering . . . more beam and freeboard . . . heavier construction . . . double-planked bottoms . . . increased h.p. . . and new lower operating costs. Mail the coupon today for illustrated bulletins on all new 1938 models. Buy your Chris-Craft now.

The new 31-ft. Enclosed Chris-Craft meets the popular trend for more luxurious living quarters afloat. Sleeps 4 or 6. 11'2" beam. Sturdily built, sound proofed, deckhouse, a remarkable buy at \$3790. Wide option of power plants.

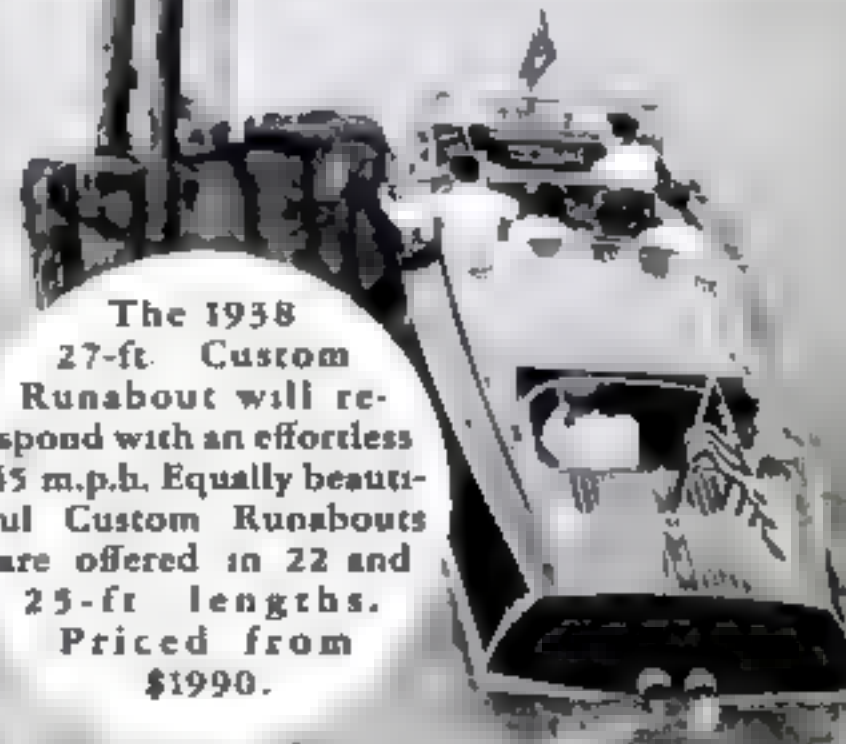
The Double Cabin Enclosed Bridge 40-ft. Chris-Craft is the finest of its size afloat—bigger, better built and with more usable space. Priced as low as \$9190.

Yacht-like interiors such as this one on the new 31-ft. Cruiser (above) are characteristic of all Chris-Craft 1938 cruisers.



The 1938 Chris-Craft Clipper is the world's lowest priced full sized Cruiser (\$1495). It sleeps 4 and has a speed of 18 m.p.h.

The 1938 27-ft. Custom Runabout will respond with an effortless 45 m.p.h. Equally beautiful Custom Runabouts are offered in 22 and 25-ft. lengths. Priced from \$1990.



RAFT

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Chris-Craft prices are substantially reduced below those quoted above for fall delivery of 1938 models. Production is limited. Buy now and save up to \$1000. See the nearest dealer or write for special lower fall prices!



CHRIS-CRAFT CORPORATION
4109 Detroit Road, Algonac, Michigan

Please send illustrated bulletins on Runabouts ☐ Cruisers ☐ Utility Boats ☐ to

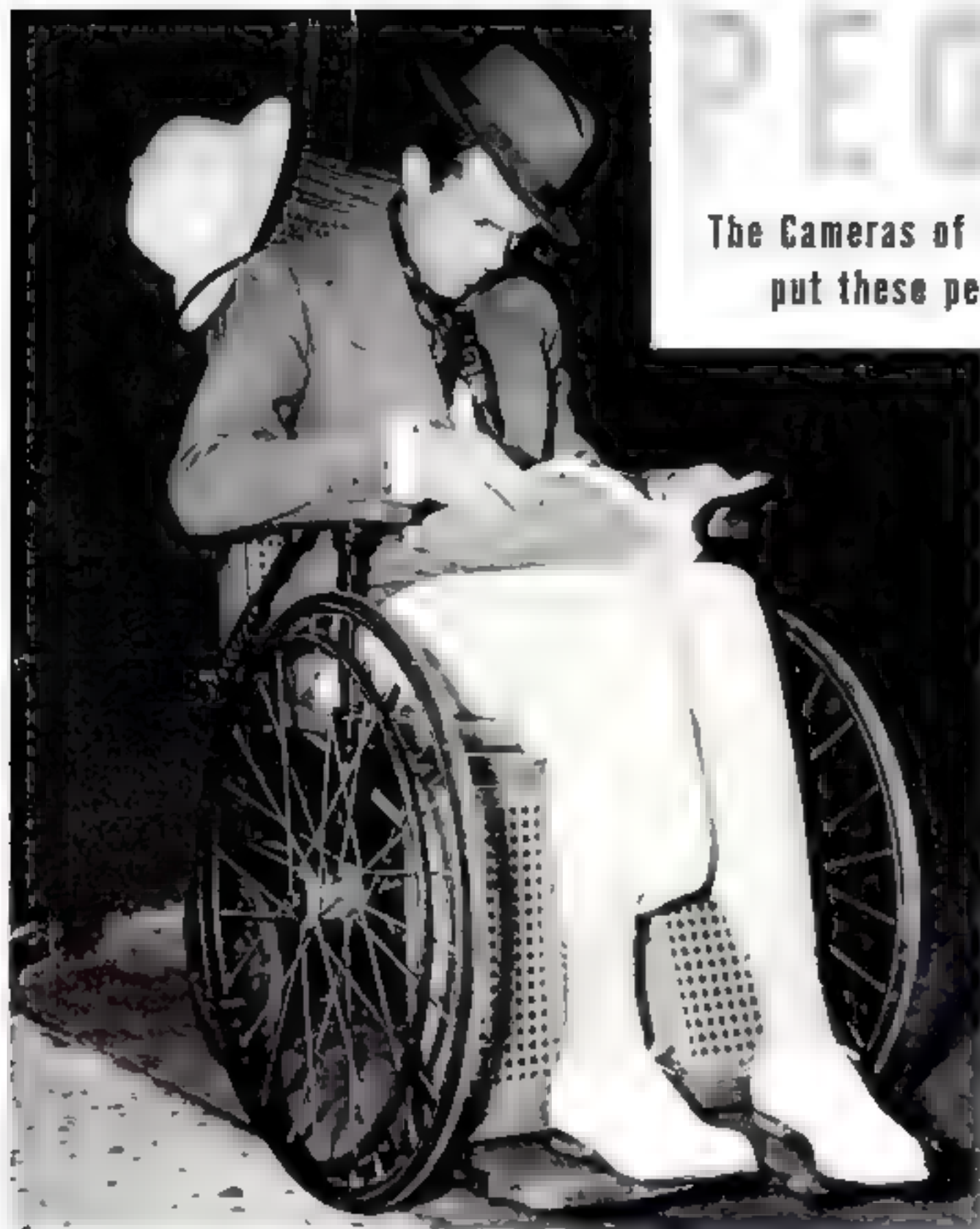
Name

Address

City

PEOPLE

The Cameras of the World Press now
put these people in the news



RAYMOND MASSEY

One of England's leading character actors, he collapsed in Hollywood on the set of Samuel Goldwyn's *Hurricane* and was hospitalized with phlebitis (blood clot) of the leg. After three weeks in bed he began commuting in a wheel chair between hospital and studio. Director John Ford changed Actor Massey's scenes so that he could appear seated.



COUNT & COUNTESS HAUGWITZ-REVENTLOW

The former Barbara Hutton, Woolworth 5-&-10 heiress, and her Danish husband are currently frolicking on the Lido at Venice, waiting for their new London mansion (*LIFE*, June 28) to be finished. Handsome Count Kurt stands on the deck of their motorboat, the *Barbara*, while shapely Countess "Baba," in a satin bathing suit, climbs a ladder to the dock.



RUFUS WOODS (RIGHT) AND HEAD CLOWN

Mr. Woods is the little boy who wanted to be a circus clown but grew up to be publisher of the *Wenatchee (Wash.) Daily World*. When the Cole Bros.-Clyde Beatty Circus visited Seattle this year, Publisher Woods, 59, quit his regular work and joined it. For five days he followed it around Washington, putting on an act with Otto Griebing, head clown.

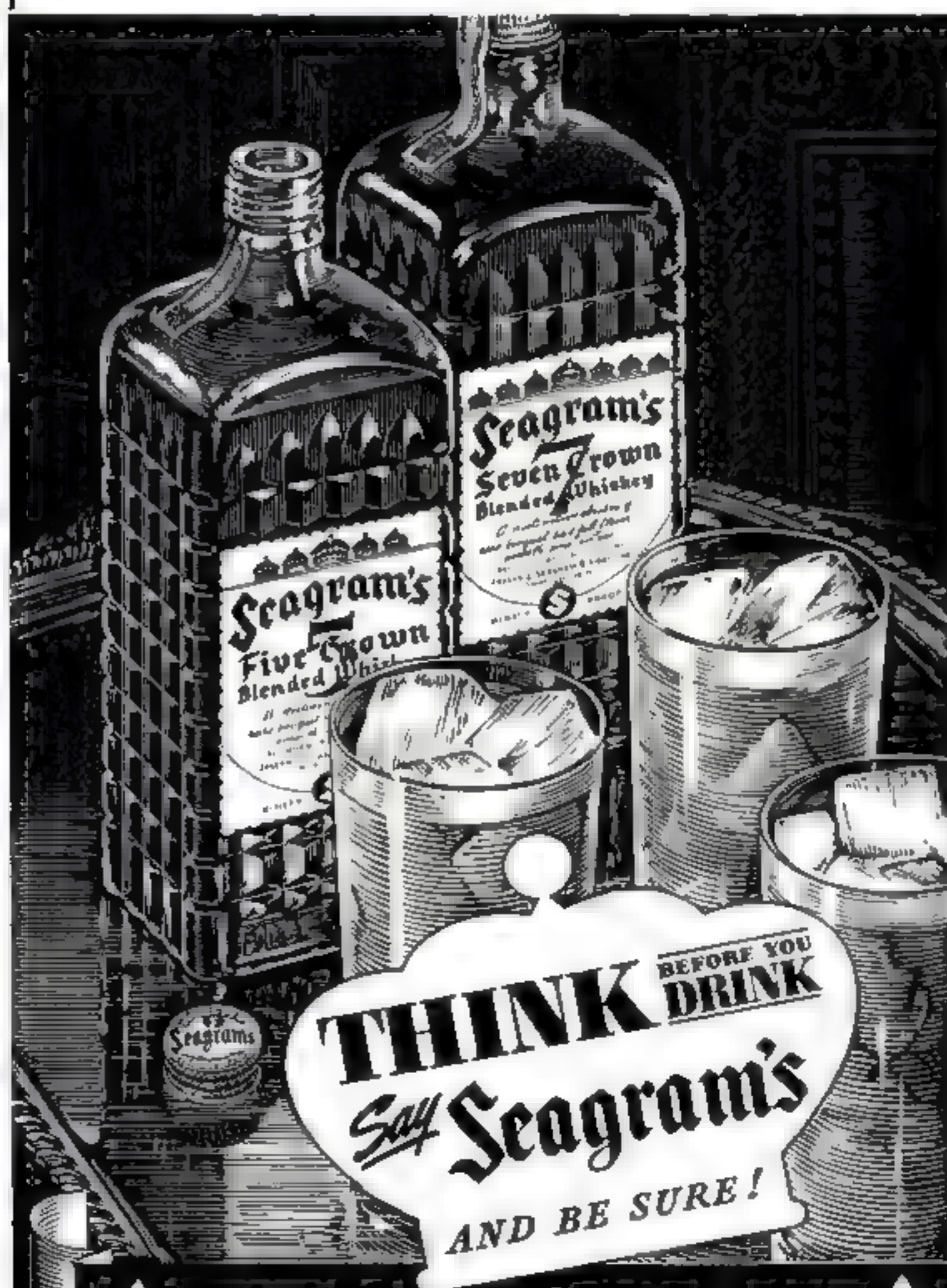


GLORIA STUART AND RAY PEARL

Young Mr. Pearl, who lives in Chicago, figured out the perfect tribute to his favorite movie star. He got his uncle to tattoo Gloria Stuart's face on his chest, hitchhiked to Hollywood where Miss Stuart is a featured player for Twentieth Century-Fox. Miss Stuart gladly stopped work in *Life Begins at College* to inspect Ray's decoration, say, "Oh, my gracious!"

THINK! OVER 50 MILLION GALLONS IN RESERVE

A VAST SEAGRAM TREASURE OF FINE BLENDING WHISKIES TO GUARD THAT FINER "CROWN" TASTE



Peacefully sleeping in charred oak casks...aging for years in the Seagram warehouses are millions of gallons of rare old blending whiskies. Rich... mild... smooth... mellow—whiskies of totally different character. Not until they reach peak maturity are they ready for blending in Seagram's Crowns.

But fine whiskies are not enough. It takes the touch of the master blender to combine these different types of whiskey into a blend as distinctive as the famous "Crown" blend. The moment you taste Seagram's 5 or 7 Crown—you'll understand why over 100,000,000 bottles* have been sold in 3 years.

Think before you drink—and say Seagram's—the finest of the finer blends.

7 CROWN • A RICHER WHISKEY

5 CROWN • A Milder WHISKEY

* All Size

Copy 1937, Seagram-Distillers Corp.—Executive Offices New York

Seagram's Crown BLENDED WHISKIES

BLENDING FOR FINER TASTE

Seagram's Five Crown Blended Whiskey. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. 90 Proof
Seagram's Seven Crown Blended Whiskey. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains. 90 Proof

Clipshaving

GETS THESE COLLEGE MEN OFF
TO A CLEAN, SMOOTH START



A lifetime of shaving comfort awaits every man—young or old—who turns to CLIPSHAVING. Years of research and careful precision manufacturing have made CLIPSHAVE the most efficient dry shaver on the market. It is clog-proof, self-cleaning and economical to use as well as to buy. See your dealer today—he will be glad to demonstrate CLIPSHAVE to you and point out its superiorities. If there is no dealer near you, write to Dep't L, Clipshave, Inc., Port Chester, N. Y. CLIPSHAVE is fully guaranteed.



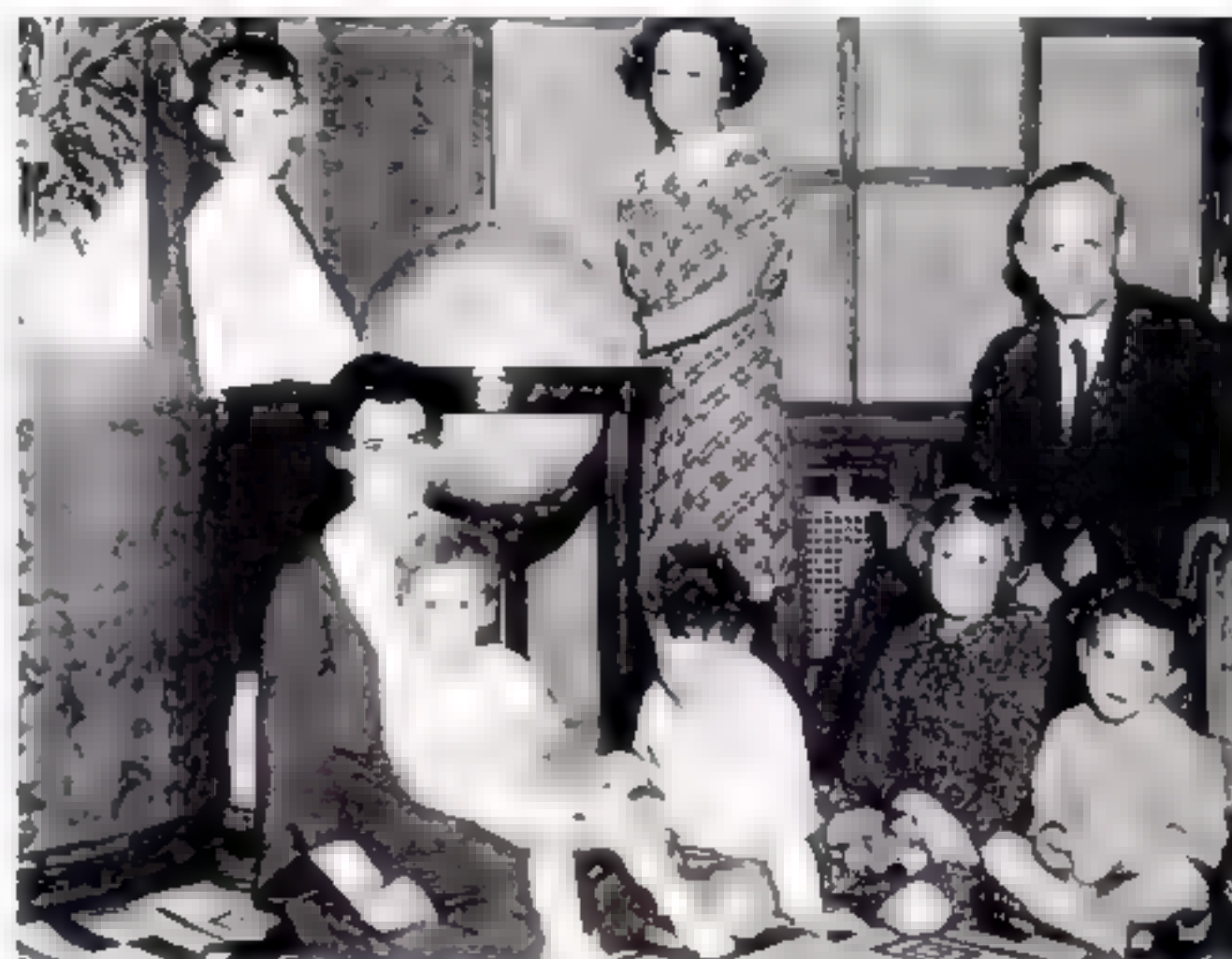
Price in Canada — \$11.50. Victor A. Smith, Ltd. — Lumsden Bldg., Toronto

Listed in the U. S. by Underwriters Laboratories and approved for sale in Canada by the Hydro Electric Commission of Ontario. Pat. No. 2,077,267 and 2,078,898. Other patents pending.

CLIPSHAVE

PEOPLE

(continued)



THE ELDER FAMILY

Thirteen years ago a young Presbyterian missionary named John Elder took his bride to one of the remotest and least attractive posts in the Orient. At Hamadan, in the barren mountains of northern Iran, the Elders settled down to shepherd a flock of 2,000 Christian natives, raise a family. By this summer, when it came time for Mr. Elder's sabbatical leave, there were six children. Mr. Elder wrote to his church, the West Side Presbyterian of Ridgewood, N. J., asking it to locate "some tumble-down place on the outskirts of town," where the family might spend a year. Then the Elders started on a 6,000-mile journey.

Not until they reached New York on Aug. 24 did the Elders discover the effect their letter had had. Six beaming ladies met them on the dock, sped them to Ridgewood and ushered them into what the Press termed a "dream house." No tumble-down place, it was a fine house in the centre of town. As soon as the letter was received, the Women's Guild had set to work. The ladies had redecorated the house, built a nursery, donated furniture, stocked the kitchen. The delighted Elders posed in the living room, William, 11, and Miriam, 12, standing by a globe, while Louise, 8, sat in her mother's lap and the other three (Joseph, 7, Alice, 9, and David, 5) sat on the floor. "It's a fairyland come true," exclaimed Mrs. Elder.



RAE CERRUTI AND SANDRA BOFFA

Beautiful Robert Taylor, sailing for England on the *Berengaria*, was pursued aboard ship by more than 1,000 female fans. Two of them hid under the Great Screen Lover's bed, caused a commotion when police dragged them out. After the incident photographers complained that it had happened too fast for them. Mr. Taylor's press agents produced two other girls, Misses Cerruti and Boffa, who willingly posed under a bed. The fact that it was not Taylor's bed made little difference.

The Beer That Made Milwaukee Famous



Pleasant Memories of Olden Times Schlitz in "Steinies"

SCHLITZ poured from modern "Steinie" Brown Bottles brings glorious memories of olden days . . . of brown-raftered inns . . . and the finest old-day beers in old, stoue steins. Old-day brewmasters labored hard and long to catch the delicious, old-time flavor that Schlitz brews so uniformly, *winter and summer*, into every drop . . . under Precise Enzyme Control.

The uniform goodness of Schlitz is the direct result of years of research and the investment of countless dollars in scientific development of the brewing art. You taste immediately the delicious difference between Schlitz and other beers.

Stock your refrigerator with Schlitz. Enjoy it today, in modern "Steinie" Brown Bottles, the finest beer men and science brew.

Schlitz "Steinie" Brown Bottles are compact—light in weight—easy to carry—take less space in your refrigerator. Contents same as regular bottle. Also available in the familiar Tall Brown Bottle and Cap-Sealed Can.

[You don't have to cultivate a taste for Schlitz . . . you will like it on first acquaintance . . . and ever after.]

Copyright 1917, Jos. Schlitz Brewing Co.

JOS. SCHLITZ BREWING CO. Milwaukee, Wis.



Taste Stokely's

..There's no other tomato juice like it!

Because it's

- ✓ The pure juice of America's prize tomatoes
- ✓ Made by an exclusive patented super-flavor process
- ✓ Sealed in special flavor retainer cans

Once you taste this real tomato flavor you'll never be satisfied with ordinary tomato juice again

Pour out a glass of Stokely's Tomato Juice. Taste it. Smell that right-off-the-vine freshness. You'll say there's no other tomato juice like this.

There isn't, Stokely's is different... richer... fresher tasting. No other tomato juice tastes like it because no other juice is made like it.

First, Stokely's is the pure rich juice of America's prize tomatoes - the pick of the crop from the nation's finest tomato growing states.

Second, the juice of these prize tomatoes is carefully extracted by a patented *super-flavor* process which insures full body and uniform consistency. Stokely's flavor never varies.

Third, this delicious juice is quickly sealed in spotless *flavor retainer* cans which preserve the marvelous flavor indefinitely. You can actually smell the garden freshness in the empty Stokely can.

Don't wait any longer to enjoy this different tasting tomato juice. Buy a dozen cans at a time. Keep several in your refrigerator. If your grocer doesn't have Stokely's, he can get it for you.

FREE Vegetable Doll and Paint Book. A new way to get children to eat more vegetables. Give them this jolly single book. Contains vegetable and fruit cut-out dolls to paint. Mailed FREE for 12 Stokely labels. Address Stokely Bros. & Co., Inc., 2090 So. East Street, Indianapolis, Ind.



Keep Several Cans in Your Refrigerator—Everybody loves a chilled glass of Stokely's Tomato Juice any time—day or night. It's a delicious health drink. Tones up the system and keeps you fit.

STOKELY'S *Finest* TOMATO JUICE

A product of Stokely Brothers & Company, Inc., growers and canners of Vegetables • Fruits • Baby Foods • Catsup • Chili Sauce • Grapefruit Juice

RELIGION

"LITTLE ITALY" CLOAKS ITS HEALING SAINT IN DOLLARS

Of the 1,200,000 Italians who give New York City a larger Italian population than Rome, the greatest number live in "Little Italy" on the Lower East Side. On Aug. 16, Little Italy held one of its biggest and most colorful religious festivals—the Feast and Parade of St. Rocco. St. Rocco is the Healing Saint. Often, when a devout Italian falls ill, he prays to St. Rocco, promising to honor the Saint with money or waxen images if the illness is cured. On Feast Day the year's accumulated promises are made good. Worshipers pin currency to the Saint's statue and stout bearers carry it through the streets. Other worshipers follow with wax models of parts of the body which St. Rocco healed.

In past years the bills have been pinned to the statue at random. But last winter one of the parish women promised to "cover the Saint with money" if her sick daughter were cured. The daughter was cured and the mother was as good as her word. This year, St. Rocco started the parade with a neatly-pinned cloak of \$1 bills. More dollars, collected along the parade route, brought the total to \$200, which went to the mutual aid Society of St. Rocco.



St. Rocco's statue is covered with bills by the Italian mother and daughter who was cured. Note several \$5 bills.



A cloak of money covers the statue. The woman in the picture at left contributed \$100 herself, collected the rest.



Out of the church the statue is borne by devout parishioners. The honor of carrying the statue is eagerly sought.



Streets are festooned for the parade. These paper streamers, hanging over Oak Street, were made by schoolchildren.



The parade passes slowly, taking five hours to make the rounds of Little Italy. Many of the marchers carry candles.



Wax models, which thank the Saint for curing diseased members, are stacked in the church cellar. Many of the priests regard such offerings as semipagan but do not forbid them.



Shelves of images are offered for sale. A head of wax gives thanks to the Saint for curing such troubles as headaches. A wax baby thanks him for restoring a child to health.



**Before trouble starts
GET AT THE INSIDE CURVE**

• Tartar forms thickest behind your front teeth. If neglected it may get under your gums, loosen them. See your dentist. Change to Tek. Professionally shaped to clean INSIDE surfaces as easily as outside. Pure, springy bristles. Tek Jr. for the children.

Tek
TOOTH BRUSH

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



WHAT A DIFFERENCE the appearance of long, dark lashes does make! Pale, scanty lashes can be instantly transformed into lovely, luxuriant fringe with Maybelline Mascara.

LOVELIER EYES FOR YOU

— Choose either the famous economical Maybelline Sooty Eye Mascara or the new Maybelline Cream Mascara. Both harness tear-proof, non-smudging 75c at all retail goods counters. Liberal introductory sizes at all 10c stores. Demand Maybelline for eye makeup in good taste. For your own delightful satisfaction register on Maybelline.



"LITTLE ITALY" HONORS ST. ROCCO

(continued)



In her Feast Day best, a matron of Little Italy joins the parade of St. Rocco. She carries an image of wax to express her gratitude to the Saint for curing some illness of the head and a \$1 bill which she will attach to the Saint's statue.



In the church, before the parade, worshippers attend a service to honor the Healing Saint. The woman in the forward pew carries a doll to thank the Saint for making her child well. The woman in the pew behind her has bought a big candle.



A grateful mother pushes her son in the parade. The two wax legs in the carriage are intended to thank St. Rocco for relieving the child's lameness during the past year. They may also influence him to complete the cure in the coming year.



STEEL NERVES ... and Knives

FACING a barrage of steel knives takes courage . . . but the girl knows her danger and consciously takes the "long chance" of serious injury.

Motorists take just as long chances on deadly skids and blow-outs *unconsciously* . . . every instant they are driving.

The Fisk SAFTI-FLIGHT Tire . . . to a greater degree than any other tire ever built . . . gives you protection where you need it most: in the Skid Zone and in the Blow-Out Zone. Its tread is composed of hundreds of individual, flexible and expanding cleats which stop your car faster than you ever dreamed of stopping. Its carcass is built of the famous Fisk "Anti-Friction" Cord, with all the features that give every Fisk tire "PLUS-Protection in the Blow-Out Zone."

Go to the Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer . . . why Fisk SAFTI-FLIGHT is replacing factory-equipment tires on so many new cars. Or, write for free booklet M.

THE FISK TIRE CO., Inc., Chicopee Falls, Mass.

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FISK

FISK SAFTI-FLIGHT
Eliminate the "Long Chance"

PLUS-Protection IN THE SKID ZONE ★ ★ PLUS-Protection IN THE BLOW-OUT ZONE

NORTH WEST EAST SOUTH... *M&R!*



NORTH: Denmark (left) King's Guards in their Quarters in Copenhagen enjoy a glass of the delicious Martini & Rossi after duty. M&R is popular all through the northern countries, and all the rest of the world, for that matter).

EAST: Bali A young dancer of the Djong dance and his father, the dance master, who hugs a bottle of M & R. Sarongs are red and green and dark red and yellow in the dancing rooms. Shown in front of the temple, at Den Pasar.



SOUTH: Magellanes, Chile (left). This is going pretty far south to find M&R; in fact, it's the world's southernmost town. And even here, in the Grand Hotel in Punta Arenas, M&R is a favorite.



WEST: Los Angeles—Two young movie writers sip their Manhattans in the . . . Grove, a favorite spot for Hollywood's elect. Current name for a Manhattan in Hollywood: "Rossi & Rye."



Alco. by Vol.
15-95%

Alco. by Vol.
10%

Sole Agents for Martini & Rossi in U. S. A.
W. A. TAYLOR & CO., N. Y.

SPORT

PORTERS RACE FOR CHARLIE CHAPLIN'S \$100

Under twelve half-bushel baskets is E. Frisby, porter at London's Borough Market at Southwark. He is practicing for the All-England Basket Carrying competition, Sept. 9, for \$100 (in clothes and a gold watch) put up every year by Charlie Chaplin, a Southwark boy. Porter Frisby is a past winner. Contestants must be porters at London markets, carry twelve baskets 440 yards. Correct running style is somewhat like Chaplin's duck footed walk.





*Drinks never
taste thin with
Gordon's Gin*

Gordon's Gin has Liqueur Quality and High Proof, 94.4. That means richer flavor—velvety smoothness—drinks that never taste thin. Obey your sense of discrimination—always ask for Gordon's—you'll be amazed at the finer, richer, smoother taste of your gin drinks.

Gordon's Gin

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • 94.4 PROOF

JOE DAY AGAIN SELLS REAL ESTATE

Superauctioneer performs for Westchester banks



On Aug. 21, at New Rochelle, N. Y., some 1,200 persons attended an auction. Few of them wanted to buy any of the 25 parcels of real estate belonging to Westchester County banks which failed in 1933. What the crowd came to see was the auctioneer, Mr. Joseph P. Day (*above*) who was back on the stand for the first time in several years.

Joseph P. Day is the greatest real-estate salesman of all time. He has sold \$1,250,000,000 worth of property, including a tenth of all the land in The Bronx, one-third of Queens and huge chunks of the other New York City boroughs. No other auctioneer ever had so compelling a manner. In his prime, Day would stand before the auction block with a carnation in his buttonhole, flailing his arms, roaring, cajoling and joking his audience into a state of hypnosis. On one memorable day he sold 147 lots for over \$3,000,000. His assistants had to pad the auction block lest he break his hand in thumping out the sales.

When the real-estate market collapsed in 1929, Day's heyday ended. He is still a multimillionaire, happy in the thought that he has founded a great American fortune which, because it is tied up in real estate, will keep on growing long after he dies.

Mr. Day performed in the armory at New Rochelle, N. Y. before a shirt-sleeved crowd. Neither the auctioneer nor the bidding was as spirited as in the old days. Receivers for the banks netted only \$266,550 on an assessed value of \$529,975.



"You're absolutely right, George"

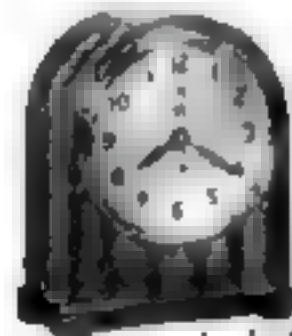


George Burns and Gracie Allen, two of radio's most popular stars, N. B. C. - Red network, Monday evenings.

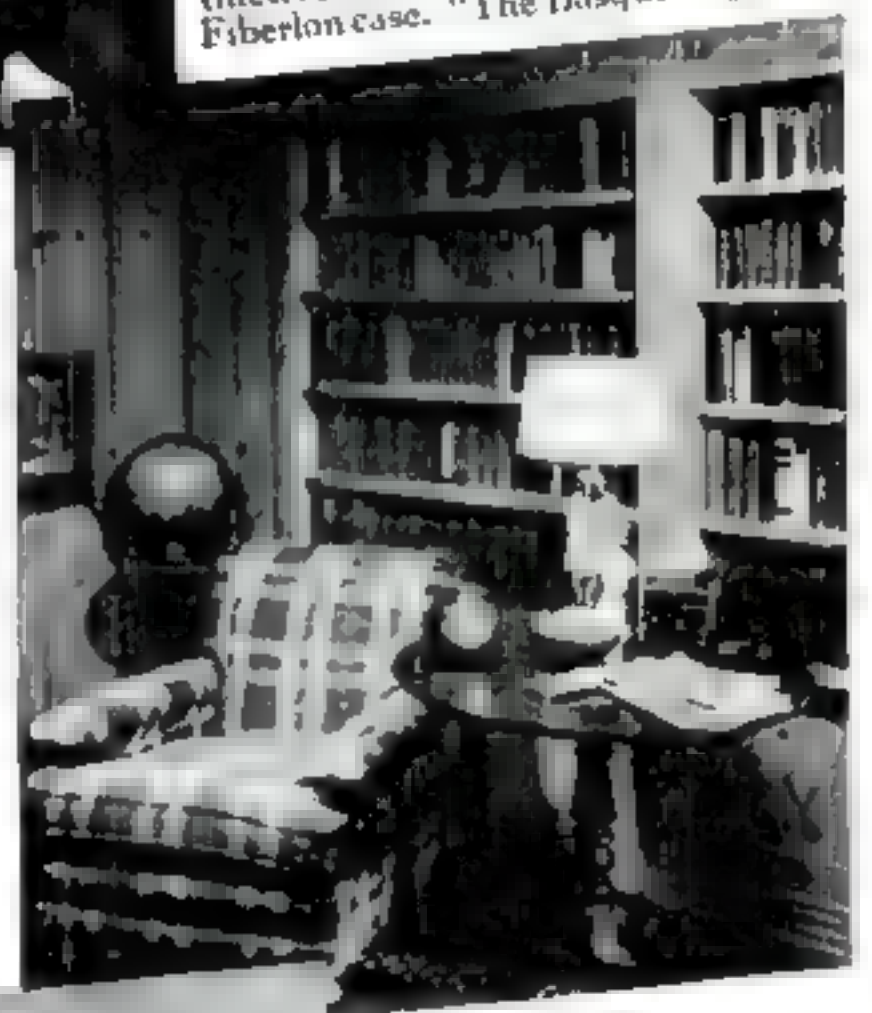
... says Gracie Allen, as she applauds her husband's selection of G-E Clocks



No wonder Gracie Allen feels proud. Her new home is one of the loveliest in Beverly Hills. In its beautiful living room, you'll find this distinctive new G-E Clock with fluted Fiberlon case. "The Basque" \$4.95



No ticking clock disturbs the quiet of the Burns & Allen library. Here you'll find "The Morgan," a new G-E Clock of mahogany, with black base and gold dial. . . . \$5.95



If you've always wanted a grandfather clock, follow Gracie Allen's idea. Get this electric one of polished mahogany with Westminster chimes. An accurate reproduction "The Dowager." \$69.50



Here's G-E's latest creation to accurate kit like time. You'll want it, too. "The Garcon" \$3.50



Let this new G-E Alarm wake you in the morning. Mahogany with gold band and dial. "The Supper" \$9.95

There's nothing like an electric clock for dependability - and no grade lower. And there's nothing like a G-E Electric Clock - a beauty of design. See these models and many others wherever smart timepieces are sold.

GENERAL  ELECTRIC
Self-Starting Clocks

AT LAST!

What Every Serious
Photographer Has Wanted

MINI-PHOTOSCOP



A New, Original Electric
EXPOSURE METER
For Movie and Still Cameras
That Performs Under All Conditions

At An
Enhanced-Low Price **\$14.75** Complete
with case.

The size is approximately that of a package of cigarettes; no sharp corners, everything rounded, smooth, streamlined.

Illustrated booklet sent on request.
Mail Orders Filled. Write Dept. L. M.

WILLOUGHBYS

World's Largest Exclusive Camera
Supply House

110 West 32nd Street, New York

SCIENCE & INDUSTRY

ULTRAVIOLET RAYS MAKE MURAL OF BLANK WALL



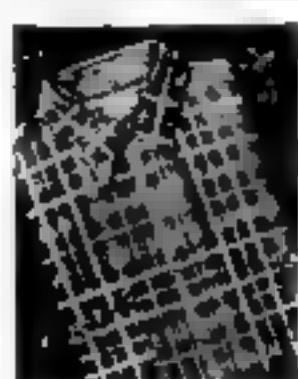
Walk into the room above at the Franklin Institute, Philadelphia, and you will see blank walls. Turn off the lights and press the button on the box clamped to the railing and out of total darkness will appear the luminescent murals seen below.

Explanation for this occurrence is that the button turns on ultraviolet rays which excite visible colors in Artist Charles Bittinger's hitherto invisible painting. Bittinger used fluorescent paints which all look the same color in ordinary light.



PENDLETON SHIRTS FOR CASTING CHAMP

Tony Accetta won the world's pre-arranged bait and fly casting championship at the Portland, Oregon tournament. Like all good outdoors men, he is extremely particular about his equipment and Tony Accetta's equipment always includes Pendleton shirts. Pendletons are made from long-blend virgin fleece wools. They're full cut, pre-shrunk and have reinforced elbows and two chest pockets. The super wool insulates the body—keeps you warmer in better for outdoors comfort in warm weather and cool.



The sturdy Western work combine comfort with unusually long wear. Exclusive patterns, superior styling. At finer stores \$5.50 to \$10.00. Pendleton Woolen Mills, Portland, Oregon

PENDLETON
Virgin Wool Shirts

Gentlemen:

Please send illustrated shirt catalog, swatches.

Name _____

Address _____

City _____

State _____

Zip _____

Full name, full address, please print clearly and legibly.

Salute to Youth

YOUTH IS YOURS IN

"Seamless Sis"

Lastex Foundations styled by HICKORY

"with that artful uplift"

For beautiful . . . youthful . . . contour control . . . smart moderns are adopting these new . . . enchanting creations for Fall by Hickory . . . in Sizes 34 Three . . . Foundations for formal, Casual (for about town) and Party (for special for and sports-wear . . . or separately.

Even those supreme debutantes who never wore foundations before . . . love these magic minimums . . . with the season's modes . . . their wizardry of firm control blends harmoniously with their captivating comfort. What wonders they do for the silhouette . . . and Fall frocks!

Style illustrated is "Seamless Sis" . . . controlling knitted Lastex . . . Seamless . . . Allover lace uplift bra with size control . . . Low-cut Back \$7.00. Also Girdle and Pantie models at \$7.50 and \$4.00.

Other lovely favorites by Hickory include "Rio Rita," "Scoop," "Rhapsody" and "Princess Chic" Foundations—\$8.00 to \$7.50. Girdle and Pantie priced proportionately less.

Please send us the name of your corsetiere if she hasn't the exact Hickory Foundation you want . . . we'll send you the opportunity to be of service to you. Address: HICKORY, 1155 West Congress Street, Chicago.

BEAUTIFUL • YOUTHFUL
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A. STEIN & COMPANY • CHICAGO • NEW YORK • TORONTO • BUENOS AIRES



**"I'D RATHER BE YOUR WIFE
THAN YOUR WIDOW—
PLEASE PUT THIS BLOW-OUT PROTECTION ON OUR CAR"**

WHETHER you're married or single—whether or not you've ever had a blow-out, don't blind yourself to these facts:

Thousands of motorists are killed or injured—thousands of dollars are spent for repairs, doctor and hospital bills every year when blow-outs throw cars out of control. Every day *somewhere*, *someone* is headed for a costly or fatal blow-out accident.

Many of these blow-outs that you hear and read about are due to the heat generated *inside* of all tires by today's higher driving speeds. This terrific internal tire heat may cause rubber and fabric to separate. And, if it does, an invisible blister forms. Bigger and BIGGER it grows until, sooner or later, BANG! It's a blow-out! And where your car might land—nobody knows.

To provide you, and *everyone* who rides with you,

with real blow-out protection, every new Goodrich Silvertown Tire is built with the Life-Saver Golden Ply. This Goodrich invention is a layer of special rubber and full-floating cords, scientifically treated to resist *internal tire heat*. By resisting this heat, the Golden Ply gives you *real* protection against these high-speed blow-outs.

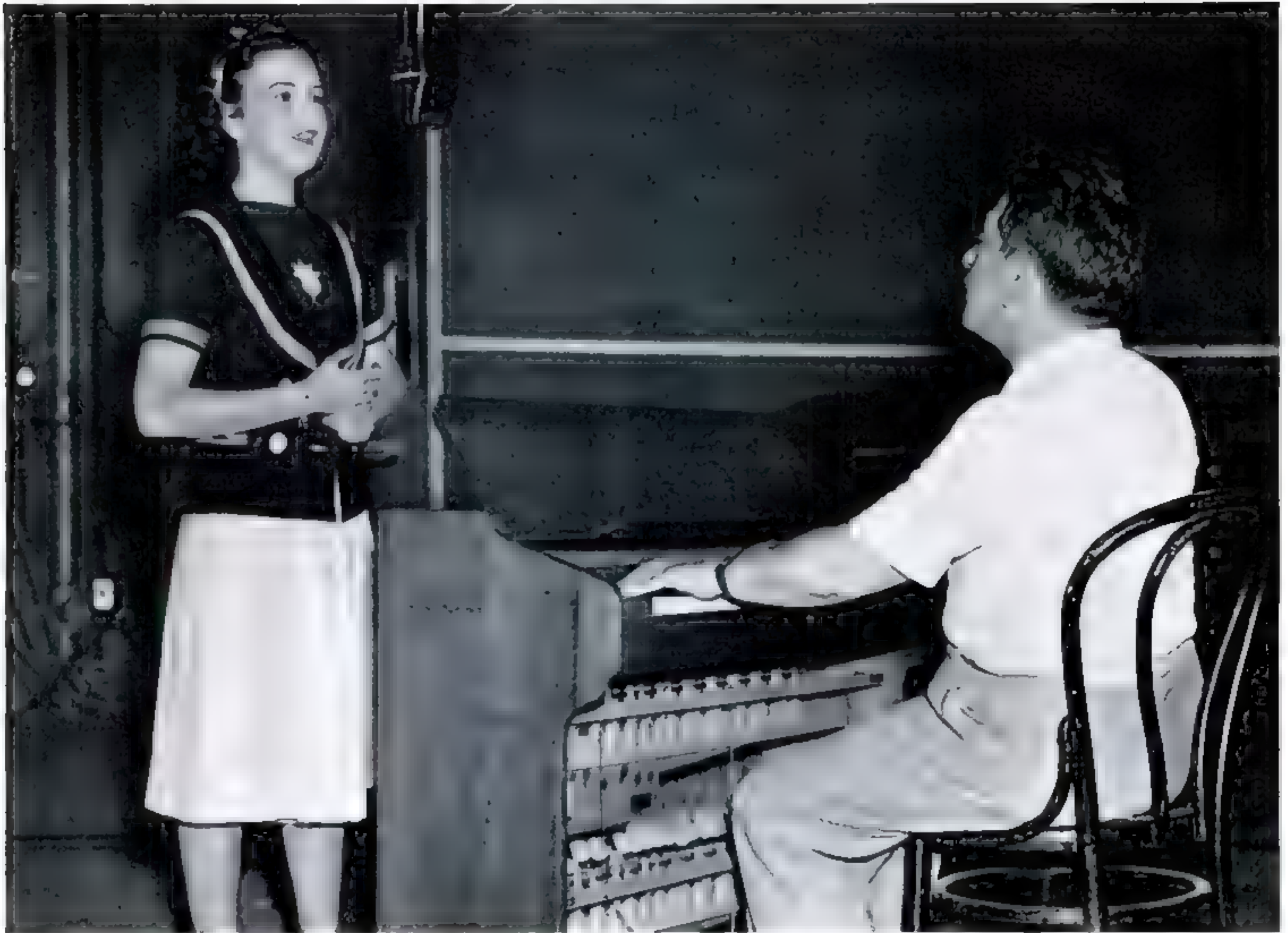
Remember, no tire gives you *Golden Ply* blow-out protection unless it is a Goodrich Safety Silvertown. And don't forget this life-saving tire actually costs *much less* than other super-quality tires.

Thousands of motorists all over America have found that Silvertowns *below* mean safety *above*. For your own peace of mind, for the protection of your family and friends stop at any Goodrich Silvertown Store or Goodrich Dealer for a set of these long-mileage, life-saving tires. *It's better to be safe than sorry!*



Goodrich SAFETY Silvertown

The Only Tire With Golden Ply Blow-Out Protection



DEANNA DURBIN SINGS FOR THE SOUND TRACK WITHOUT BENEFIT OF CAMERA. LATER HER VOICE WILL BE DUBBED INTO THE SCENE BELOW

MOVIE OF THE WEEK:

100 Men and a Girl

One *Hundred Men and a Girl* is the first starring vehicle of 14-year-old Deanna Durbin. As the daughter of an unemployed trombonist, she sets out to find her father a job. Before she is through she has organized a symphony orchestra (the 100 men), found a sponsor and persuaded Leopold Stokowski (who appears under his own name) to conduct. Thanks to skilful direction, to Stokowski and his Philadelphia Symphony Orchestra and, most of all, to Miss Durbin's voice and charm, it is one of the year's best pictures.

Deanna Durbin is Hollywood's latest wonder-child. Her feats in the movie are actually surpassed by what she has done for her company in real life. When Universal Pictures Corp. was bought last year by a group of New York bankers, the company was on the verge of bankruptcy. It had no prestige, no stars, no apparent future. Then Deanna turned up. For six months she had been under contract to Metro-Goldwyn-Mayer whose expensive battery of producers saw no possibilities in her. Universal put Deanna into a "B" picture called *Three Smart Girls*. Not only did *Three Smart Girls* become a top-flight "A" picture but it ran up an impressive box-office record and started Universal Pictures on the road to financial and artistic success.

For screen purposes, Deanna Durbin's clear, mature soprano voice is at least the equal of any in Hollywood. The pictures on this page show how one of her singing scenes is made. First the scene is filmed by a silent camera, Deanna taking care to look her prettiest. Later in private, she sings again with whatever facial contortions her art requires. Her voice is "mixed" with the orchestra's sound track and the whole is dubbed into the silent scene.



DEANNA SINGS FOR THE CAMERA WITH STOKOWSKI AND HIS ORCHESTRA

CONTINUED ON NEXT PAGE

MOVIE OF THE WEEK. (continued)



Deanna Durbin climbs to fame

She was born in Winnipeg, Canada, christened Edna Mae Durbin. At 13, she was discovered by the radio (Eddie Cantor) and the movies. At 14, though she looks and acts no more than her age, she has fully-

matured vocal cords. In addition she has what most singing stars notably lack—a captivating screen personality. These combined assets may well ensure her both an operatic career and top-rank stardom in the movies.



Deanna surveys her schedule for a week when she is supposedly not working. Note appointments for *LIFE* (Monday) and *MARCH OF TIME* (Friday). Top, she rides a studio bicycle.



In her producer's pool, Deanna pursues her favorite sport as often and as long as she is allowed. Producer Joseph Pasternak has become a close friend of Deanna and her parents.



A new dress for Deanna is fitted by Lorna Whittingham. The dressmaker's form which represents Deanna must be changed frequently, as she grows $1\frac{1}{4}$ inches between pictures.



She learns to act by watching Director Henry Koster. "Like this," says Koster at left. Deanna tries it. "That's it," says Koster, who has taught her all the acting she knows.



These two men share honors with Deanna for the success of her two pictures. They are Director Henry Koster (left), a German, and Producer Joseph Pasternak, a Hungarian.



Mt. Stalin is Russia's highest

Russia's Dictator Joseph Stalin has named for himself the highest mountain in the U.S.S.R.—the glacier-hooded peak (above). It is in Tajikistan, one of the five Russian

administrative units in the mountain wilderness bordering Afghanistan and China. Russians discovered 24,000-ft. Mt. Stalin in 1931, climbed it for the first time a year later.



A RUSSIAN PLANE FROM STALINABAD, FLYING DOWN THE VALLEY OF YAKSHI RIVER, TURNS INTO PANDJ RIVER VALLEY ON THE WAY TO KHOROG

SIX MOUNTAIN PEAKS ON THE WORLD'S ROOF ARE RUSSIAN COMMISSARS



Where Asiatic Russia bulges against China, India and Afghanistan lies part of the world's largest, highest and most inaccessible mountain mass, effectually fencing the four nations' back yards. Deep in the middle of this mass is Tajikistan and the Pamir Mountains, "Roof of the World."

The people on the world's roof are the "spindrift" of 3,000 years of marching armies. Subjugated 75 years ago by the Russian Tsar, they now like Communist agents from Moscow little better. But Soviet Russia is doing a great job of industrializing the five mountain republics of Tajikistan, Uzbekistan, Kirghizia, Turkmenistan and Kazakhstan.

Part of the job is to map the mountains shown on these pages and to name them for Moscow's Soviet bigwigs. But Stalin has left the name of another Russian dictator—Tsar Peter the Great—on an area where there are peaks enough for all.

Tajikistan, which had never seen a wheel until the Communists came, is now getting Soviet airlines, roads, factories, mines and farms. When Moscow tried to collectivize the Tajiks' herds, the Tajiks drove their herds into Afghanistan or slaughtered them. Herd-collectivization has since been dropped but since the expulsion of Tajikistan's beloved Premier Khadjibaiev in 1934 for "Bourgeois-Nationalist deviation," the Tajiks have been making trouble.

CONTINUED ON NEXT PAGE



Mt. Molotov ... was named in 1932 for Soviet Russia's chairman of the Council of Commissars (actually Premier), Vyacheslav Mikhailovich Molotov who, despite his imposing title, is merely a pup-

pet of Dictator Stalin. He is noted for his plodding, stammering three-hour speeches, but his mountain peak is one of the highest (21,000 ft.) of the whole Tajikistan range. A veteran of pre-Revolutionary days and Tsarist jails,

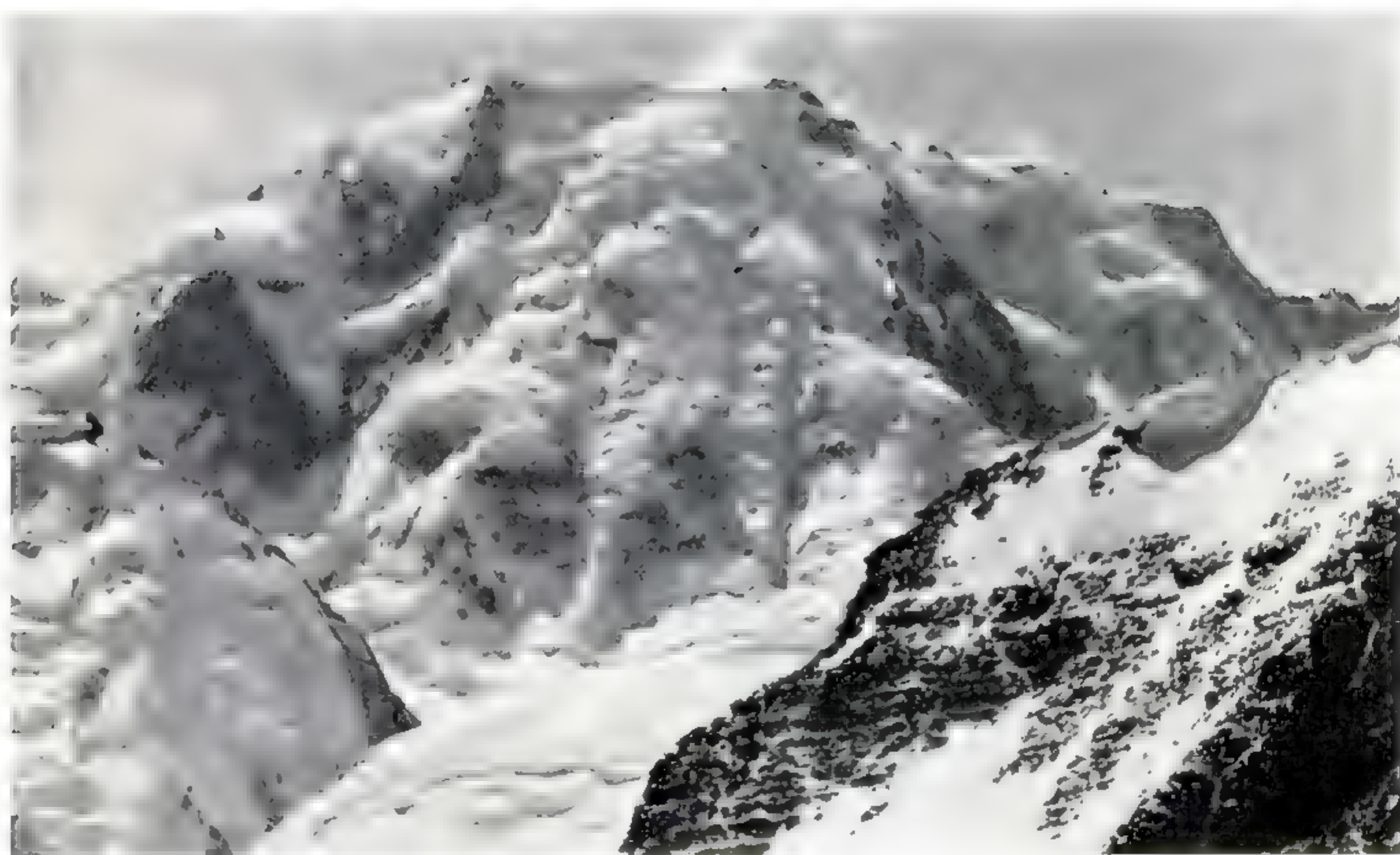
loyal Molotov has always been a follower of Stalin and once, in 1921, held the key job of secretary of the Communist Party's Central Committee. That job Stalin later got and developed to dominate the party and the nation.



Mt. Voroshilov ... was named in 1932 for Soviet Russia's Commissar for Defense, Marshal Klimentiy E. ("Kliment") Voroshilov, handsome commander in chief of the Red Army (see right). Last June his second-in-command, Marshal Tukhachevsky, was executed for treason.



Mt. Red Army ... celebrates the world's biggest standing army. It now has an estimated 1,300,000 men in active service, 2,250,000 more in the trained reserve, 3,000 planes, 1,500 tanks and armored cars. In eastern Siberia is a unit of 250,000 men. The Army is by far the most pampered class in Russia. Its officers are said to rival the Tsar's officers in arrogant foppishness.



Mt. Kaganovich ... was named for Russia's Commissar for Transportation Lazar Moiseyevich Kaganovich, able Jewish trouble shooter and Stalin's No. 1 doorman, his longtime assistant on the Central Executive Committee. He is now rated as War Commissar Voroshilov's chief rival to take over Russia on Joseph Stalin's death.

This wall of snow was named for the late Commissar for Heavy Industry Grigoriy K. ("Sergo") Ordzhonikidze who worked himself to death. He had been responsible for two Five Year Plans. Since then grateful Russia has named a city, a territory, a railway and several factories for him.

Mt. Ordzhonikidze



THE CAMERA OVERSEAS: FIRST PICTURES OF THE BOMBING OF SHANGHAI ARRIVE IN . . .



AIMING AT THE JAPANESE CRUISER IDUMO (LEFT FOREGROUND) IN THE WHANGPOO, CHINESE BOMBERS ON AUG. 14 HIT THE N. Y. K. LINE WHARF INSTEAD

SHANGHAI GUTTERS RAN WITH BLOOD WHEN A BOMB HIT REFUGEES MASSED IN GREAT WORLD AMUSEMENT PARK. SOME 500 WERE KILLED OUTRIGHT



... U. S. BY TRANSPACIFIC PLANE

These first pictures of what happened when 1,000-lb. air bombs hit Shanghai, the world's sixth-biggest city, reached the U. S. by Pan American's Hawaii Clipper. Shanghai photographers were notably on the job, Aug. 14, when the first Chinese planes to go into action against Japan appeared over the city. The picture at left was taken that morning when three planes dived on the Japanese flagship, *Idumo*, and dropped three poorly-aimed bombs. To the left of the *Idumo* are the Japanese and U. S. Consulates. The planes have zoomed out of the picture. The area being bombed, technically in Shanghai's International Settlement, is the Japanese eastern half. The Associated Press photographer took his picture from across the river in Chinese Pootung.

Later that day three Chinese planes bumbled over Shanghai. Shortly before, LIFE's photographer, Harrison Forman, had taken the picture (right) of the side entrance of the swank Cathay Hotel at the intersection of the riverside Bund and Nanking Road. At 4:27 p.m., a bomb, supposedly shaken loose by antiaircraft fire, dropped from one of the Chinese planes and made the scene outside the Cathay Hotel look like that shown below. Barely a minute later an Associated Press photographer was on the spot. At 4:40 p.m., the same day, another bomb dropped from another Chinese plane, landed full on the Chinese refugees jampacking the Great World Amusement Park on the edge of the International Settlement. Here U. S. Missionary Rawlinson was killed by still another bomb (LIFE, Aug. 30). Two minutes later, another Associated Press photographer was on the spot, took the picture at bottom of opposite page, showing some of the 500 Chinese corpses, still warm.



The Cathay Hotel is one of the most expensive in Shanghai. It is owned by the ablest businessman of the great English house of Sassoon, Ellice Victor, who transferred his great wealth to Shanghai in 1927 after England increased income-tax rates. He added a dozen towers to the already magnificent skyline of international Shanghai. His pet enterprise was the Cathay Hotel in whose night-club danced Therese Rudolph, the Chicago cabaret girl shown in LIFE, Aug. 30. A few days before Aug. 14, LIFE's photographer

took the above picture of the Nanking Road entrance to the Cathay, as a guest got out of his car and a florist's delivery cart pulled up. The building opposite is occupied by a popular Shanghai pharmacy whose sign may be seen at the far corner (shown below, later). In the far background are the narrow spires of the Sincere and Wing On Stores, bombed Aug. 23. At 4:27 p.m., Aug. 14, a bomb turned this spot into the scene shown below, where the charred body of a dead Chinese is being lifted out of the debris.

THE CATHAY HOTEL ENTRANCE AFTER BOMBING. ITS NAME ON THE MARQUEE HAS BEEN OBLITERATED. A BODY IS BEING REMOVED FROM THE WRECKAGE



CONTINUED ON NEXT PAGE



IN SHANGHAI A CORPSE NEAR CATHAY HOTEL IS LIFTED INTO A SHEET



VOLUNTEER CORPS MEN LUG THEIR SHEETLOAD TO ICE WAGON (BELOW)



JAPANESE PLANES OVER NANYUAN IN NORTH CHINA (SEE RIGHT)

War planes also drop Death on North China

Death sprayed from the air on the Chinese not only in Shanghai, as shown at left and on preceding pages, but in North China, as shown above and on the opposite page. In Shanghai, the damage was done deliberately by light Japanese shelling, which is relatively ineffective, and accidentally by Chinese air bombs which are immensely destructive. In North China, Japan used modern war's latest tactic—striking ground troops by airplane machine guns, which is relatively cheap and highly effective.

The Chinese troops were units of the irregular 20th Army. On July 28, they fell back to Nanyuan, due south of Peiping. Japanese planes caught them on the road and machine-gunned them as they dived under their trucks and into the rain-filled ditches. The Japanese captured Nanyuan on July 29. Next day the pictures on the opposite page were taken for LIFE by German Photographer Walter Bosshard, driving along the death road from Nanyuan to Peiping, picking up wounded as he went.





Chinese soldiers tried to get under their truck when the Japanese strafing planes dived on them on the road to Nanyuan. Most of them were mowed down in their tracks by machine-gunning.



Chinese peasants held their noses as they passed horses, two of which were dead, on the road to Nanyuan. The cautious peasants refused to get their corn within six miles of the road.

AFTER JAPANESE PLANES HAD PASSED OVER, CHINESE DEAD WERE LEFT FLOATING IN THE QUIET WATER OF THIS PEACEFUL ROADSIDE DITCH



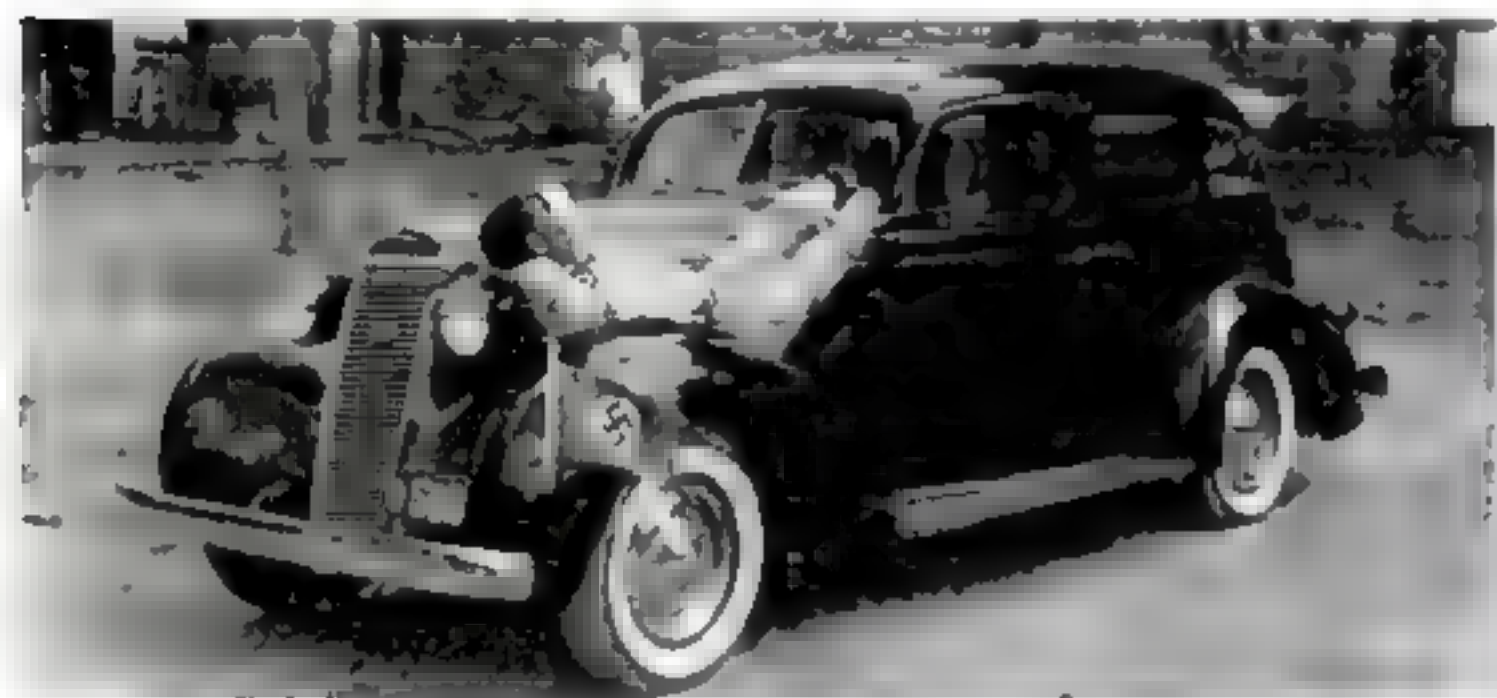
THE CAMERA OVERSEAS: CHINESE LIE DOWN AND PEIPING SURRENDERS TO JAPANESE

The feeblest Chinese defense against invasion was at Peiping. China's ancient capital near which the war started. General Sung Chieh's troops (defeat), no match for the Japanese, were decimated outside the city.

On July 28, Japanese pamphlets were dropped by plane, saying "Beloved friends, we will annihilate you unless you surrender." On July 29, General Sung van shed southward. A pro-Japanese administration was promptly set up by the Japanese. Theoretically this was what Japan wanted when the shooting started and the war should have stopped there. But, reinforced by regular Chinese Army troops, the 29th Army returned to battle. Not until Aug. 8 did the Japanese Army decide to take formal possession of Peiping.



Chinese defenders of Peiping huddled in exhaustion in July 26 after repelling an all-night assault at the Kwang-an Gate by 500 Japanese. Fighting started after one of these soldiers dropped a grenade into a Japanese Embassy truckload of gear entering Kwang-an Gate.



A German car, flying the Nazi swastika, picked up this wounded Chinese soldier on the Nanyuan Road south of Peiping and brought him back to the Peiping Legation Quarter for hospitalization. There are three more wounded in the trunk box in the rear of the car.



Japan formally took over Peiping Aug. 8, marching in 3,000 troops, in full war equipment, accompanied by ten heavy and light tanks, 50 armored cars. Crowds, cued by the Japanese and Korean population, waved little Japanese flags. Tanks wore cornstalk camouflage.



Japanese conquerors, carrying the Japanese Rising Sun flag, climbed the stone stairway of the Yung Ting Gate to Peiping Aug. 8, ten days after the ancient city had been effectually surrendered to the Japanese by its Chinese leaders who simply vanished southward.



Staff officers of the Japanese conquerors entering Peiping Aug. 8 were photographed for LIFE by Walter Bosshard from the floor of the Italian Embassy whither he had fled from wrathful Japanese soldiers. Notice the cornstalk camouflage, a part of war Japanese love.

For safety's sake, remember:
THERE IS NO SUCH THING AS A
BLOWOUT-PROOF TIRE!

"I THOUGHT MY TIME HAD COME!"

YOU may not get another chance when a blowout shoots your car careening off the road—what happens then is just pure luck. So why take chances — when Goodyear's amazing LifeGuard® Tube enables you to ride through the worst blowout with your car under perfect control!

Makes blowouts harmless

This amazing tube does not prevent blowouts — but it does make them as harmless as a slow leak. Your tire may burst from bead to bead, yet the LifeGuard Tube's patented "inner tire" (see diagram) retains enough air to hold up your casing. You hear the warning "Bang!" — but there is no

sudden swerve, no unexpected lurch toward the ditch or cross traffic. Even a slip of a girl can hold the heaviest car on the road and slow down to a safe, easy, straight-ahead stop.

And when you stop you'll still find air in the LifeGuard Tube—enough to keep the casing on the wheel and support the car until you can change tires in a safe convenient spot.

Has saved hundreds

LifeGuard-equipped tires have been blown open with dynamite caps, ripped with railroad spikes in thousands of tests. Yet even these extreme blowouts have never thrown a car out of control. In everyday use LifeGuards have saved the lives of hundreds; prevented untold accidents that might have been fatal.

Remember, there is no such thing as a blowout-proof tire. Your only sure protection against this constant peril is the LifeGuard Tube. See it today at your Goodyear dealer's or Goodyear Service Store — tomorrow may be too late. You can't buy better protection to save your life!


GOODYEAR
LifeGuard Tubes

TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire inside the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

FOR PASSENGER CARS
TRUCKS • BUSES

 "While touring in a heavy car with my family and over 700 pounds of baggage the left rear tire blew out as we were passing another car," writes Mr. P. L. DeMont of Hanford, California. "The car didn't swerve an inch although it was a gravel road... I slowed down... stopped... and found a hole blown completely across the tread and 12 inches along the bead. But the LifeGuard Tube still held air and there was no sign of a bulge through the tire casing... it saved us from the ditch..."

"I WOULDN'T DRIVE ANOTHER
MILE WITHOUT LIFE GUARDS"

*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

PARIS

*presents this
Smart Fall
foursome for
your*

BACK to SCHOOL wardrobe

1—Comfortable, colorful Paris Garters; 2—stylecrafted Paris "Free-Swing" Suspenders—"Can't Shd Off Your Shoulders"; 3—fine Paris hand-braided leather belts; all famous "holder-uppers."

And 4—you'll look better and feel better, too, in Paris Gards. Holds abdomen in properly, firmly, comfortably. Streamlines your waistline. Extra snap-on pouch for frequent changes. Removable boning at front and back prevents rolling.

If your dealer cannot supply you, please use Mail-O-Gram below.

PARIS

GARTERS • BELTS
GARDS • SUSPENDERS

PARIS MAIL-O-GRAM

(If your dealer cannot supply you)

A. STEIN & COMPANY
1149 West Congress Street, Chicago, Illinois

Enclosed is \$..... (Do not send currency)

Please send me Paris Garters

..... 50c..... \$1..... Color

..... "Free-Swing" Suspenders

..... \$1..... \$1.50..... Color

..... Paris Belts..... \$1..... \$1.50

Brown..... Black..... Waist Size

..... Paris Gards: \$2..... Waist Size

Name.....

Address.....

Dealer's name, please.....

THE CAMERA OVERSEAS (continued)

Foreigners take refuge in Peiping's Legations



Sandbag barricades early appeared at important street intersections in the Chinese city of Peiping, manned by irregular soldiers of the Chinese 29th Army. Patronizing foreigners in Peiping were slow to take the Japanese "war" seriously.



A ricksha rescue of Cornell University's Professor Paul Homan (centre) and his wife (rear) was staged by the U. S. Embassy's first secretary, George Merrill (in straw hat), who moved them on July 28 from north Peiping to the Legation Quarter.



The Homans' rescue, one of many such, brought them to the barricade in Hut Amen Street near the Legation Quarter. Climbing it are Mrs. Homan, Professor Homan, Secretary Merrill. Homan now carries the same suitcase shown in centre picture.

Thousands
of stockings and
**TWO OF THEM
TO FIT YOU!**



Behind the scenes in the Realsilk Hosiery Mills at Indianapolis—a great hosiery "capital" where hundreds of variations in hosiery are constantly being made to fit an entire nation of individual women.



DEAR READER—This is not the way anyone measures for Realsilk Personal Fit Hosiery.

It is a very frivolous representation, however, of a basically sound principle.

For years you have ordered hosiery only by footsize.

Now Realsilk has changed the hosiery habits of the nation by furnishing hosiery in a tremendous variety of leg proportions as well.

Cuttings by Herald A. Goodwin. Photo by Wynn Richards

Knit is so adaptable that it has been imposed upon, like a good-natured friend.

Realsilk has a new philosophy. It believes that hosiery which fits *you* will look better on *you* and wear better on *you*.

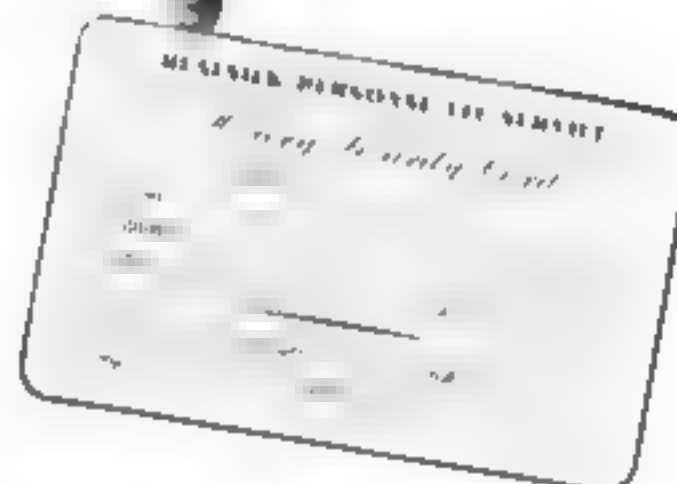
That's why Realsilk now features a five-way fit—ankle, calf, top and length as well as footsize.

If you want a new lilt in the look of your hose, a dash more elegance and three dashes more wear you'll try this new hosiery idea.

Only by having a central source from which orders are filled can this enormous

variety of leg contour sizes be manufactured. That's why Realsilk alone furnishes this remarkable new service.

Realsilk Personal Fit Hosiery comes to you. A representative rings your doorbell one morning and takes the order which goes to this great center. It is filled from an unbelievable variety of leg sizes constantly going through our mills. If you are impatient, call Realsilk in your city and have them send a representative. It's the pleasantest possible way to shop. Realsilk Hosiery Mills, Inc., Indianapolis, Indiana. Branches in 200 cities.



Try this for size—a permanent record of hosiery measurements. Your Realsilk Representative furnishes a convenient measuring gadget (shown above). You take your measurements at ankle, calf, top and for length. These measurements, as well as footsize are marked on the Hosiery Security Card, which becomes your permanent, handy record.

REAL SILK *Shop-at-Home* **SERVICE**

Fine hosiery and lingerie for women; quality haberdashery for men.

Easy as **A B C** TO USE LESS OIL ***SAFELY***



DON'T CHANGE OIL TWICE A DAY!

It isn't necessary to change oil twice a day this Fall if you use Pennzoil. Yet that is just what you should do if you buy plain oil . . . light grades for quick lubrication on chilly mornings and nights . . . heavier grades to stand up during warm afternoons.

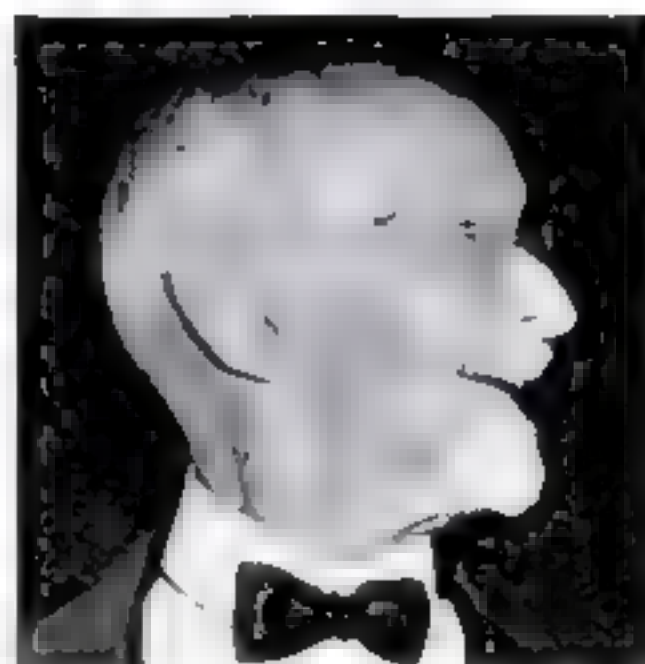
The easy, safe way to use less oil this Fall is to get Pennzoil, the oil with the extra margin of safety. It lubricates your cold motor instantly, yet protects it at high operating temperatures. Pennzoil saves gasoline, too. It resists sludge, keeps valves and piston rings working freely to make your motor more efficient.

This is because the pure Pennsylvania crude oil selected for Pennzoil is first double refined for toughness, then solvent-treated to remove sludge-forming elements.

Get Pennzoil from your nearest bonded Pennzoil dealer now!

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Private Lives



August Hecksher, philanthropist, celebrated his 89th birthday on Aug. 26 by discussing everything from butterfly collecting to Jews and by writing three poems—one about Jehovah and two about Daniel Frohman (right). He read the last two at a birthday party given by Fannie Hurst. "My poetry," he confided, "gives me astonishing satisfaction."



Daniel Frohman, 86 on Aug. 22, was co-guest of honor with Mr. Hecksher at the Fannie Hurst birthday party. The veteran producer thoughtfully pulled on a big cigar as Mayor LaGuardia made a speech praising him and his fellow octogenarian. In a birthday interview he said, "I abstain from meat. On the other hand, I smoke about 40 cigars a week."



Nicola O'Hara, 24-year-old Californian, fell in love with the theatre in 1930 when she saw George Arliss act as Shylock in San Francisco. She has just sold the Shuberts her first play, *Honor Bright*, which is about school children. Miss O'Hara herself was twice expelled from school. "It's about a teacher who wants the kids to live," she says.



Kitty Kirwan, 80-year-old British actress, was the original Mrs. Tansend in Sean O'Casey's *Junno and the Paycock*. Miss Kirwan retired from the stage 22 years ago. Last month she appeared in her old role in a London revival of the O'Casey play. Active in film work, she flew nearly 400 miles across North Scotland last year while on location.



Alfred Hitchcock, 252-lb. British film director (*39 Steps*, *Secret Agent*) was surprised on arriving in the U. S. to find food and drink so palatable. While his 90-lb. wife looked on, the noted epicure put away gigantic meals at various restaurants. "I thought that wine over here would be fit only for a fountain pen, but it wasn't," he beamed.



Benny Elliott, 21, is an habitual criminal who started getting into trouble at 11. He has been in two prisons and two mental institutions. Lately he tried to kill his sister-in-law. Blaming it all on a train wreck at an early age, which caused pressure on his brain, he asked for an operation. "I'd just as soon die as be like this," he said.

CONTINUED ON PAGE 98

A Shirt is only as smart as its **COLLAR**

The collar of the collar-attached shirt, hitherto a question-mark, now becomes a style-mark . . . the style-mark of collar-smartness famous the world over—VAN HEUSEN. At last, gentlemen, a collar-attached shirt with a collar that looks as smart on you as it looks on display at your dealer's . . . and *keeps on* looking smart. Look for the name Van Heusen on a collar-attached shirt. It means that the collar is made of patented Van Heusen fabric—an insurance of wear and style possessed by no other shirt. Available in a myriad of colors, patterns, white broadcloth, and end-on-end madras—at better men's wear shops.

VAN HEUSEN COLLAR-ATTACHED SHIRTS



Reg. U. S. Pat.
Off. Feb. 2, 1922

PHILLIPS-JONES, NEW YORK

NIGHT LIFE ALOFT

★ United's 1937 version of deluxe night travel comfort is the new Mainliner Sleeper Service. Sleep your way across the U.S.A. overnight—awake refreshed.



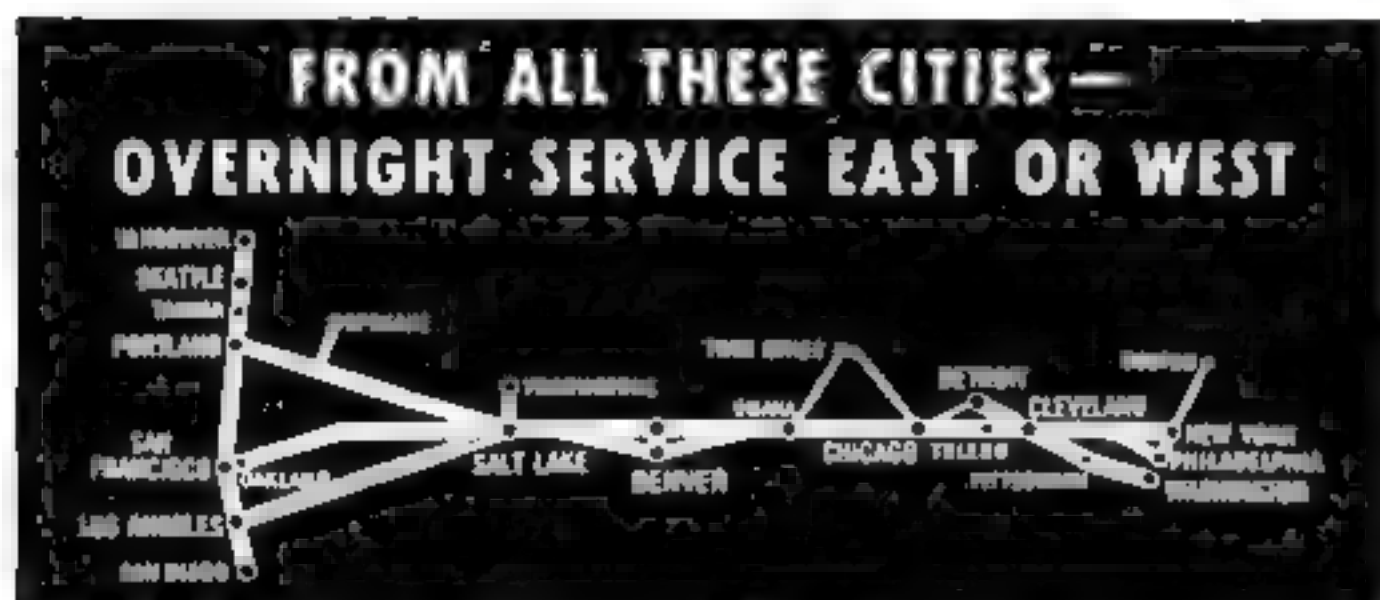
CATCH UP ON YOUR SLEEP on mattresses of real down, in berths 6½ feet long, wide as a twin bed. You'll enjoy the privacy of the cool, silent spacious cabins and the niceties of United's famous service.



FOR LATE RETIRERS AND "ONE-MORE-CIGARETTES"...THE SKY-ROOM. Only United offers a lounge compartment always available for those who retire late or rise early. Another convenience—two separate dressing rooms for men and women.

Comment United Passengers:

- ★ "My friends asked: 'Did you really sleep?' My answer was 'Yes, and how!'"
- ★ "Berths already made up, no standing in aisles."
- ★ "Breakfast in bed topped off a flawless trip."
- ★ "UNITED'S MAINLINERS for a cool restful sleep."



Main Line Service: 3 stops coast-to-coast 15½ hours
UNITED AIR LINES

Private Lives (continued)



Mr. and Mrs. Leslie Howard are shown (above) arriving in New York from Hollywood with their children Donald, 18, and Leslie Ruth, 13, and their golden spaniel Jimmie. Two days later they sailed for England where Mr. Howard will do a film about Lawrence of Arabia. Admitting his Hamlet was a mistake, Mr. Howard seemed more worried over English quarantine laws which will coop Jimmie up in Southampton for six months. Cunard police shooed 300 autograph hounds from the Howard cabin.



Mrs. Drew Pearson has a 5-year-old son (right) by her first husband, Newspaperman George Abell. When she divorced him in 1935 to marry Newspaperman Drew Pearson, it was agreed Abell could have his child six months a year but not take him out of the U. S. When Abell whisked his son off to an English Channel island, the Pearsons quickly followed.



Tyler Abell, Mrs. Drew Pearson's 5-year-old son, was snatched from his father's island hideaway in the English Channel by his mother and stepfather. "Mummy, where have you been?" he cried as the Pearsons, via boat and plane, reached the island. "I'll follow them to the ends of the earth and get back my child," raged Father George Abell.

TOUCH TUNING

is here

**JUST PRESS A BUTTON AND THE
NEW G-E RADIO TUNES ITSELF**

IT'S here at last—a radio that actually *tunes itself* to your favorite programs at the mere touch of your finger. Beneath the dial of your new G-E, you'll find a separate button for each of your favorite stations. Each button is plainly marked with station letters. Just touch the one you select—and enjoy a new thrill! Swiftly—silently and automatically—the indicator speeds across the dial to the one point where your program

is tuned to hairline precision. Now, automatic tuning becomes truly *automatic*.

Thrillingly finer tone

In the new G-E Radio, General Electric presents another revolutionary development—the G-E Tone Monitor—a newly perfected radio circuit that corrects distortion. When you listen to the new G-E you'll hear amazingly faithful reproduction of every orchestral instrument. Nor is this remarkable improvement confined to the higher priced G-E Radios alone. Many of the moderately priced G-E sets offer this new feature.

\$10 down* buys any G-E Touch Tuning Radio

The new G-E Radios are on display now at your nearest G-E dealer's. Stop in soon. See them. Hear them. You'll enjoy the greatest radio treat of your life.

18 Super Value G-E Models

Beautiful new console models, personal radios, armchair radios, from \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.

Your G-E Radio Dealer will
arrange liberal terms.

*Through General Electric Contracts Corp.



*The
New*



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. D. S. T. NBC RED NETWORK



Character in Shoes

THE GRIZZLY BROGUE—the answer to a college man's demand—and its cushion of comfort will bring sheer joy to any man's feet. Should the going get nasty the weather-proof uppers will barge him into port with his socks as dry as a chip, yet these same uppers take a polish like a mirror.

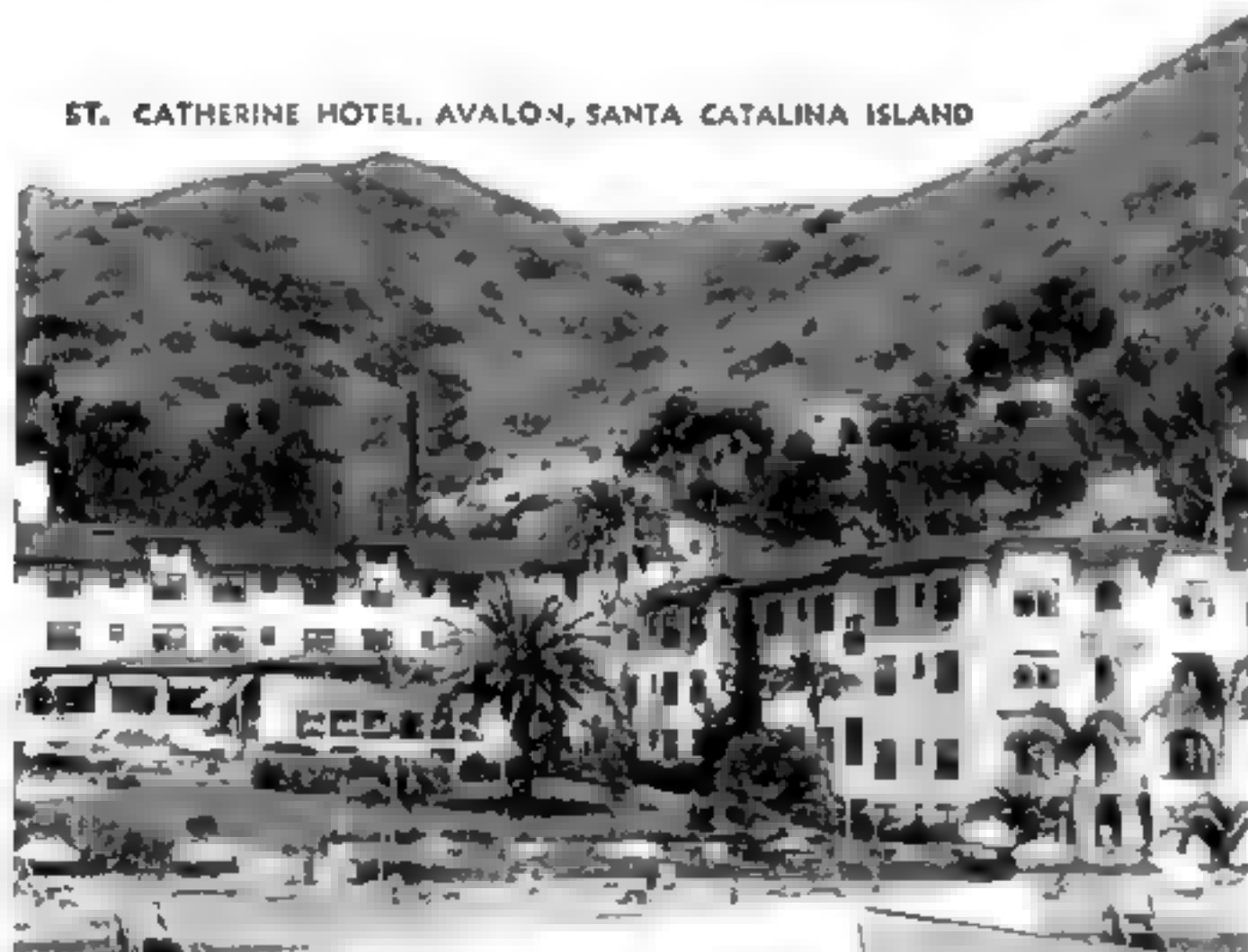
Wing Tip, as illustrated, No. 3036 - Also Plain Toe model, No. 3035

O-SO-EZ-E Styles \$7.99 CRAFTSMEN Styles \$6.00



Built by E. E. TAYLOR CORP., Brockton, Mass.

ST. CATHERINE HOTEL, AVALON, SANTA CATALINA ISLAND



CARE CHASERS Catalina's cool breezes and Webster's cool smoke—they never give worry a chance. At hundreds of other resorts to which I go for rest and recreation—Newport, Saratoga, White Sulphur, the Yosemite, the Yukon, and in leading big city hotels and clubs—you'll see Websters on sale and chosen particularly by men accustomed to high grade imported Cuban cigars. Popular shapes and reasonable prices.

Webster
... THE KING OF SMOKES

WEBSTER CIGAR CO., 167 Madison Ave., New York



LIFE'S PICTURES



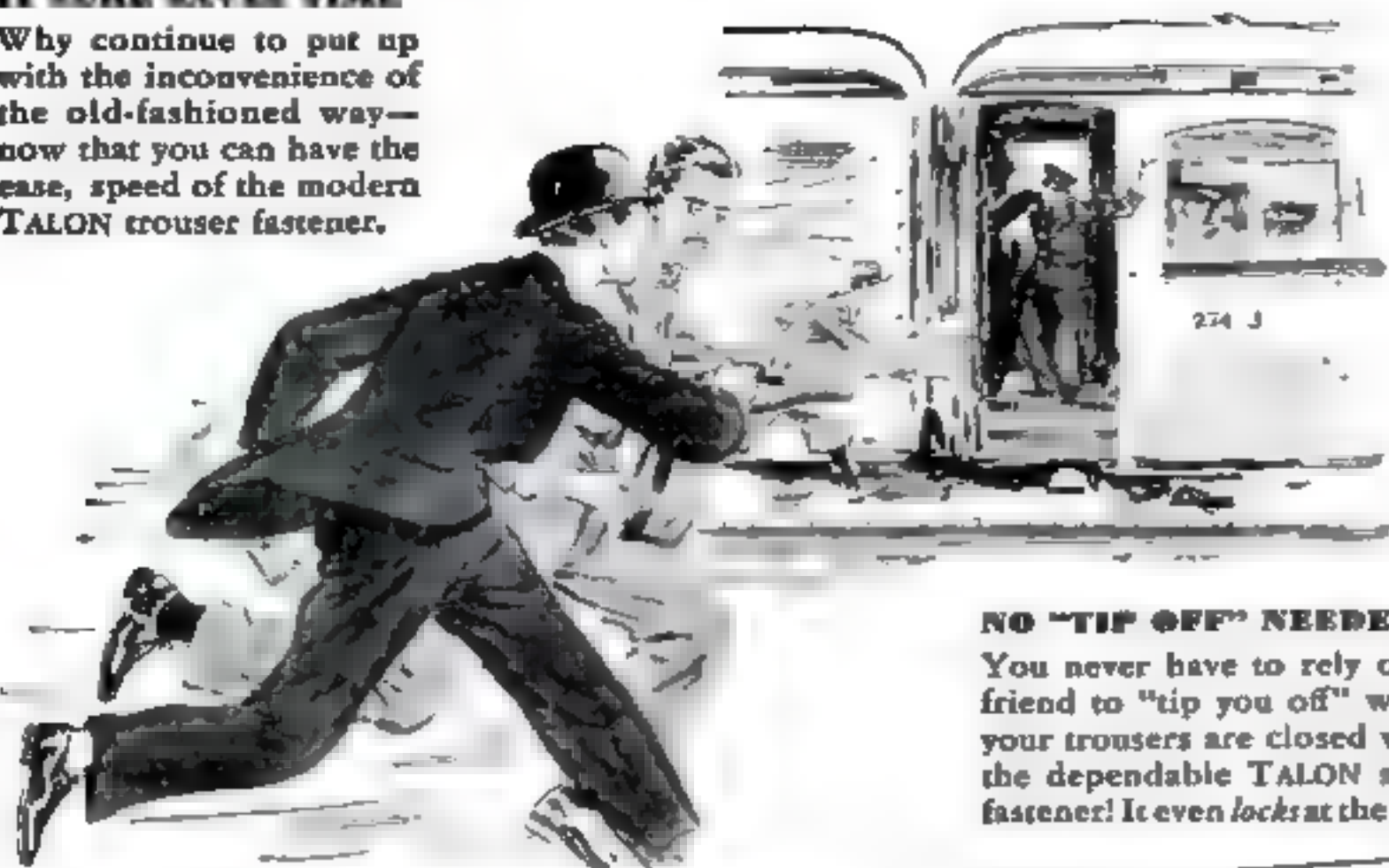
The plump jovial Frenchman (above) sipping beer in the Café de la Paix, took the pictures of Paris Openings (see pp. 32-33). His name is Roger Schall and he was born in the town of Nancy in northeastern France. His favorite place is the Montmartre where he lives and works with his brother. He has become one of his country's best news photographers and dresses in broad-striped suits, brightly-striped shirts with bow ties, gets very excited when working. In 1935, he came to New York on the *Normandie* as official photographer of her maiden voyage. During the four-day stopover, he took a fancy to frozen custard, Harlem and Coca Cola spiked with rum.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 10, 11 JOHN LEWELLEN
- 12-REX HARDY JR.
- 13-20 21-22-CARL M. MYDANS
- 23-W. W. A. P. THOMAS D. McAVOY
- 24-LEAD JONES, A. H. MILWATER
- 25-JOURNAL PHOTO BY PORTER C. STANFIELD
- 26-T. C. W. W. R. (2) A. P. ONE PT. ACME
- 27-INT-W. W. A. P.
- 28-RAUFMANN & FAHEY-INT-INT, A. P.
- 29-RAUFMANN & FAHEY-W. W. A. P. (2)-M. ROBERT ROGERS
- 30-INT-CARL M. MYDANS
- 31-MARCH OF TIME CO. L. & CO. PT. CARL M. MYDANS
- 32-SCHALL FROM P. 1
- 33-SCHALL FROM P. 1, KAHN-PIX
- 34-35-36-37-SCHALL FROM P. 1
- 38-KAHN FROM P. 1, H. H. HUNT COURTESY VOGUE
- 39-SCHALL FROM P. 1, KAHN-PIX, KAHN-PIX, H. H. HUNT COURTESY VOGUE
- 40-REX HARDY JR.
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Why continue to put up with the inconvenience of the old-fashioned way—now that you can have the ease, speed of the modern TALON trouser fastener.



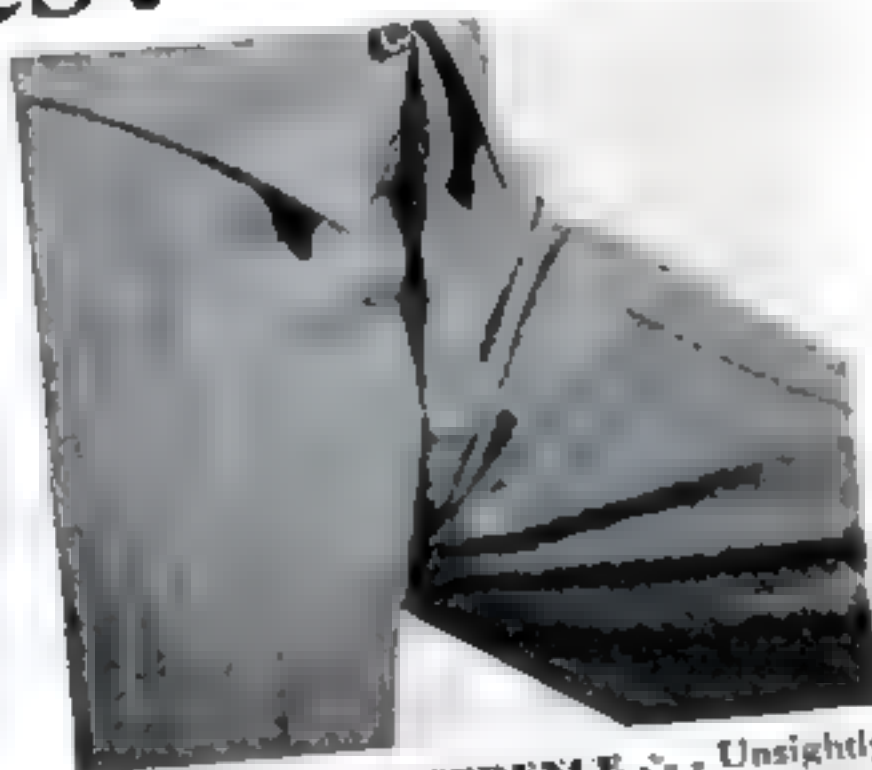
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You never have to rely on a friend to "tip you off" when your trousers are closed with the dependable TALON slide fastener! It even *locks* at the top.



"I'm the guy who couldn't Picture it on Pants!"

MILLIONS OF MEN NOW AGREE—THE QUICK, NEAT TALON SLIDE FASTENER "MAKES BETTER SENSE"



DRAMATIC DIFFERENCE... Unsightly gaps, often caused by the old fastenings (above), are eliminated by the TALON slide fastener (below), made expressly for trousers.

IT'S WHEN YOU talk to conservative men who have "tried" the Talon trouser fastener that you realize fully what an improvement it is.

"Wear it one day," they say, "and you'll see that it's actually *more* conservative than the old fastenings. It can't form offensive gaps. It never breaks off. And, once you've enjoyed its ease and speed, you'll find the old-fashioned fastenings *annoying!*"

Introduced in expensive clothes, the Talon trouser fastener now comes on better suits of all prices.

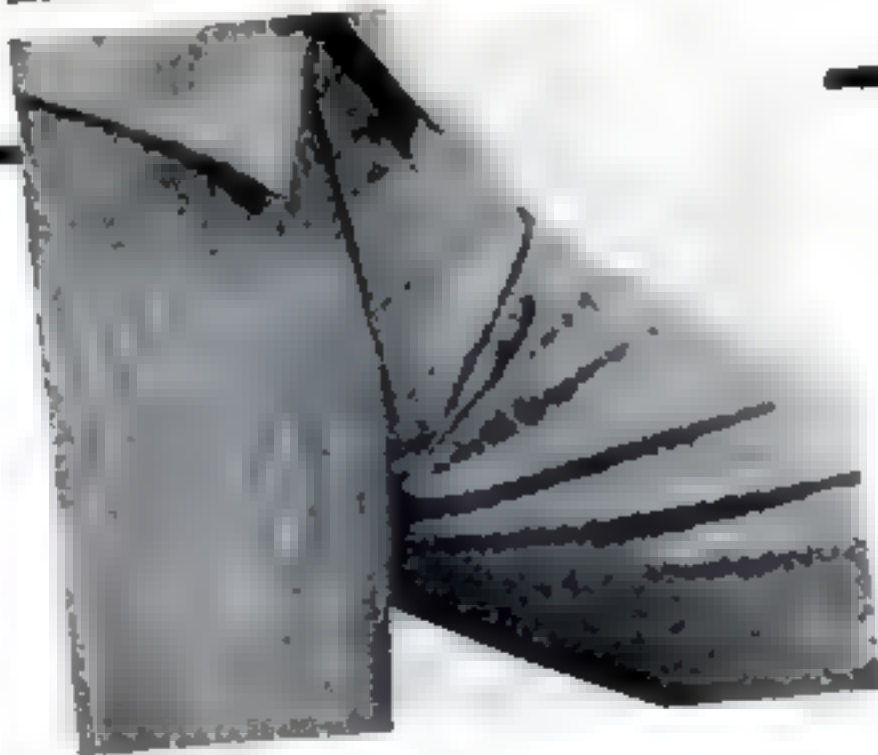
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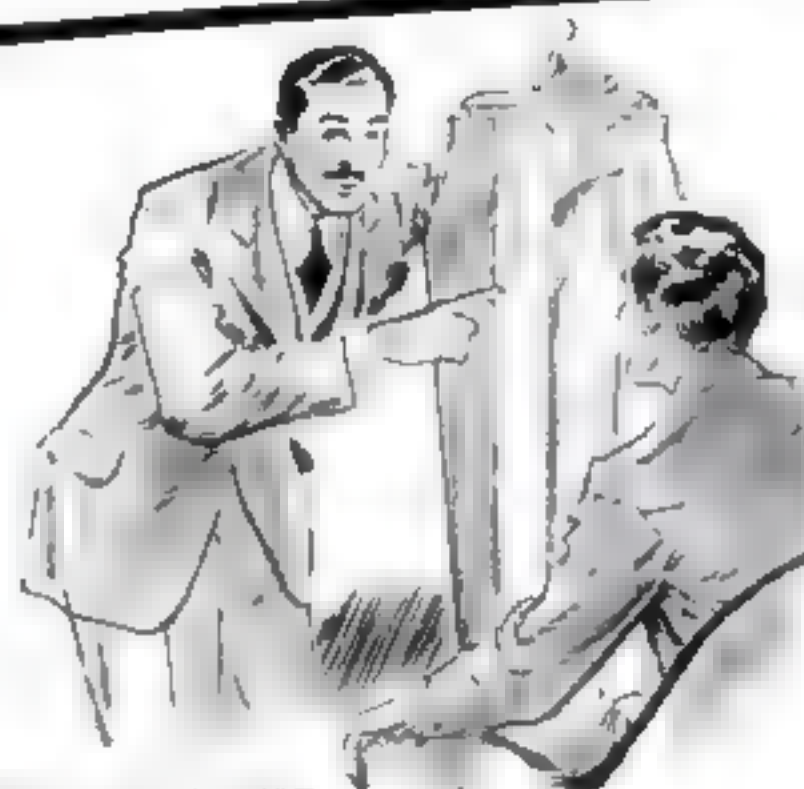
OUT THE WINDOW

...for needle, thread, thimble and scissors as far as the TALON fastener is concerned. It can't break off!



WEARS LONGER THAN SUIT

The TALON slide fastener, perfected expressly for trousers, is small, flat-lying...flexible as your trousers...yet it is not damaged by pressing and dry cleaning!



TRY THE TALON FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY
Reg. U. S. Pat. Off.

Life Goes to a Party

with four playwrights, a producer & Harpo Marx for a quiet week end in the country



George S. Kaufman has collaborated on more successful plays than any other active dramatist today. (Samples: *Of Thee I Sing*, *Let 'Em Eat Cake*, *Merrily We Roll Along*, *Stage Door*.) Like many another theatrical celebrity Playwright Kaufman spends much of his time in the wooded country of Pennsylvania's Bucks County. There

he and Mrs. Kaufman have a roomy stone house (left) on a 50-acre estate. To it the other week end, the Kaufmans took Playwright Moss Hart with whom Kaufman collaborated on the Pulitzer Prize winner (*You Can't Take It With You*), Playwright Lillian Hellman (*The Children's Hour*), Playwright Howard Dietz (*Three's A Crowd*, *Flying Colors*), and Harpo Marx, actor and wisecracker. Mrs. Dietz and Mrs. Marx accompanied their husbands.

Conversation ran to epigrams and theatrical shoptalk. Nothing spectacular happened. Hosts and guests played bridge and croquet, swam in the pool. Harpo Marx twined leaves in his hair, struck clownish poses (see front cover). Sunday afternoon Max Gordon, producer of the coming Hart-Kaufman *I'd Rather Be Right*, turned up, went swimming with his glasses on.

Epigram-of-the-week end was uttered by George Kaufman to Howard Dietz: "Say, Howard, I hear you're writing a play full of single-entendre."



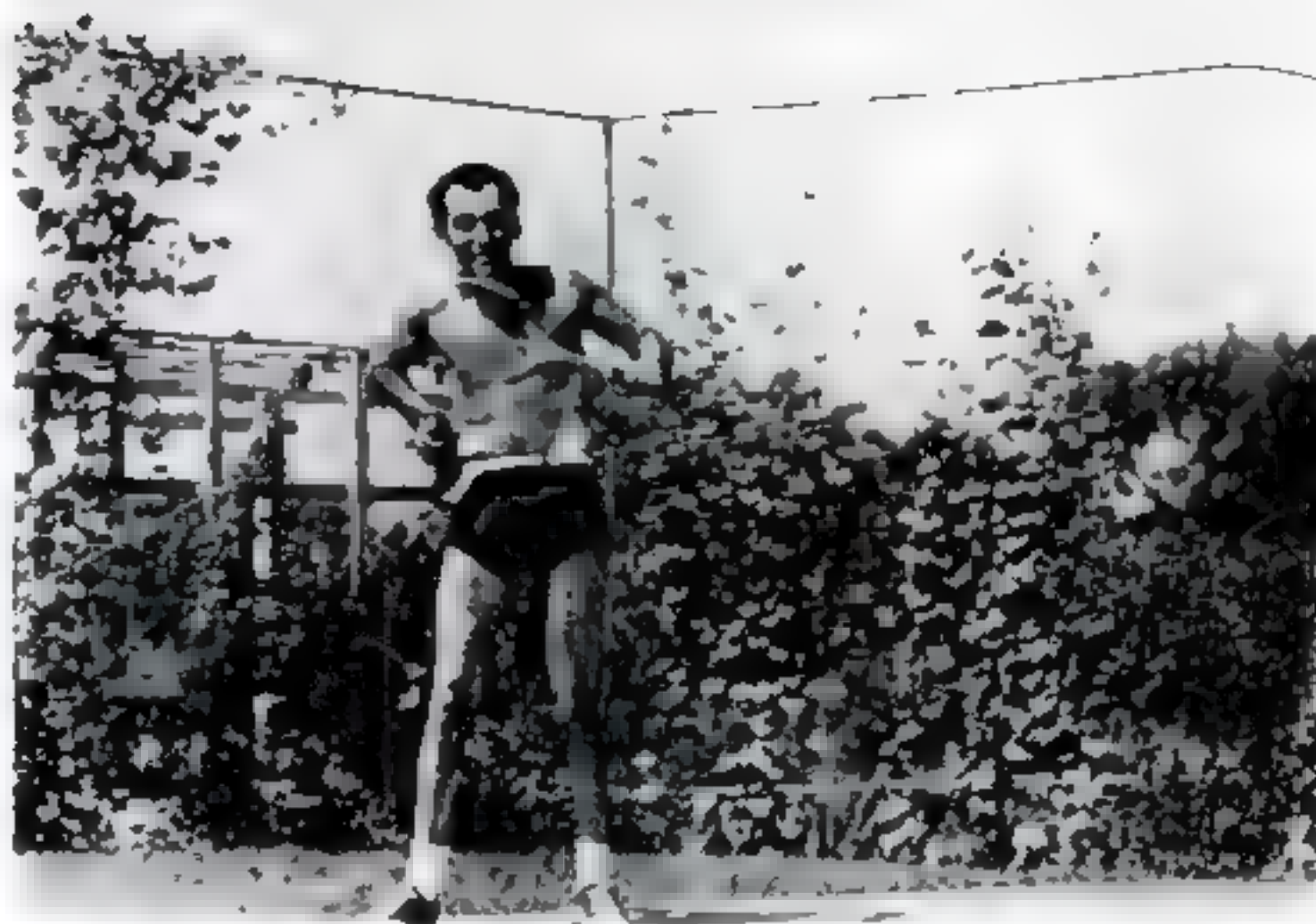
Horseplay is as natural to Harpo Marx off stage as on. Here he stands on his head on Moss Hart's stomach by the Kaufman swimming pool. Harpo's nickname for Hart is "Mouse."



BRIDGE AT TWO CENTS A POINT LEFT TO RIGHT MRS. DIETZ, HOST KAUFMAN (BACK TO CAMERA), HOWARD DIETZ, HARPO MARX



Fair at tennis is Lillian Hellman who takes Moss Hart on for a couple of sets on Saturday afternoon. She has a habit of twisting her hair whenever she makes a lud stroke.



Good at tennis is left-handed Moss Hart who took lessons from Ellsworth Vines. Having just bought a house near-by, Hart worries all week end whether his new show will pay for it.



Most Kaufman is a humorist about everything except his croquet game which he plays with deadly seriousness. The difficult Kaufman croquet course boasts extra-narrow wickets.



"Where do I go now, darling?" Mrs. Howard Dietz, a novice at croquet, keeps asking her husband. But because talking out loud is taboo during Kaufman croquet, she whispers it.



Mrs. Susan Fleming Marx, in shorts and sandals, relaxes with a copy of *The New Yorker*. Her husband begged her to let him buy ducks like the Kaufmans' but she firmly said no.



The Sunday papers occupy George Kaufman for a while in a hammock. Because they carry scant theatrical news in summer, he has to content himself with the Chinese-Japanese war.

CONTINUED ON NEXT PAGE



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A visit to Virginia without going to Monticello is like a trip to Washington without seeing Mt. Vernon. For beautiful Monticello was the home of Thomas Jefferson who, besides composing the Declaration of Independence, was eminent as architect and agriculturist. In this chair Jefferson spent many hours.



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is too new to have a place in any sage's home or shrine, but it does occupy a definite position in the daily routine of the thousands, whether at work or in times of rest and recreation. ROYAL METAL'S line of chairs, stools, tables, settees, desks, porch and terrace furniture and other lovely pieces, is decidedly modern. That it marks a new era in furniture construction and service is as much a fact as is the high regard in which Early American specimens are held.

ROYAL endeavors not so much to supply all the demand as it does to maintain the standards upon which its reputation is founded. Whether we can fill your order immediately or not, the catalog in which you are interested will be gladly supplied by any ROYAL dealer, or you may write to us.

ROYAL METAL MANUFACTURING CO.

Michigan Boulevard
at 11th Place

CHICAGO

New York—Los Angeles—Toronto

*ROYALCHROME furniture, formerly limited to \$14.95 and up, is now the same quality and price, but by pieces (bargain). Necessary to the dollar value is greater, and the same measurement would mean a changing men. It is Royal's aim to satisfy the same number steadily—and it's possible by the way. We try to do by having Royal's President know each workman personally. If your dealer cannot supply ROYALCHROME we suggest you buy from Royal's several worthy competitors.

Royal

"Metal Furniture Since '97"

Life's Party (continued)



An alfresco lunch of cold chicken and potato salad is enjoyed on Saturday by the Harpo Marxs. Mrs. Marx is a movie actress who married Harpo on Sept. 26, 1936.



Mrs. Harpo Marx at Sunday breakfast discards her magazine for fruit & coffee.



Moss Hart at Sunday breakfast has eggs and sausage. Guests ate in odd corners.



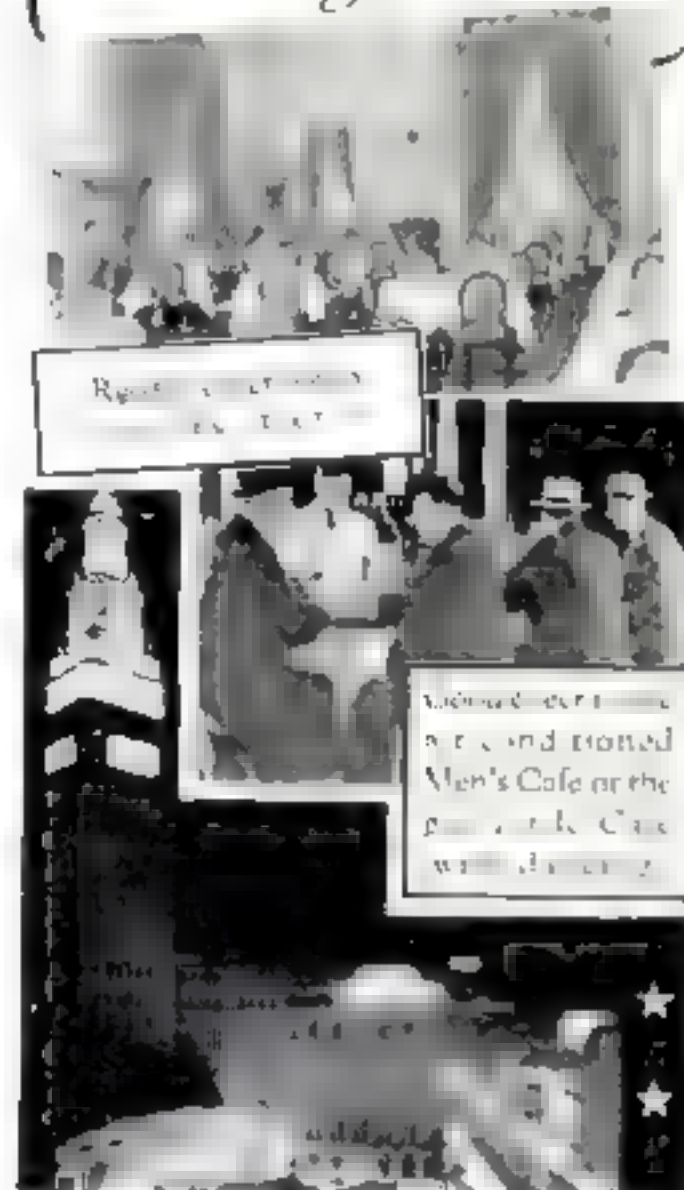
Socks for Moss Hart are being knitted by Mrs. Kaufmann, Sunday morning.



A selfish little sweater is here begun by Miss Hellman right after breakfast.

COMFORTABLE

..and so very much more



Convenient. Adjoining Union Passenger Terminal, all Terminal buildings garage and department store.

HOTEL CLEVELAND

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YOU HATE to face the world with bleary, tear-soaked, itching eyes. You get grateful, quick relief with... McKesson's I bath. It reduces irritation. Cools and soothes. Relaxes weary eye muscles. All at once, the itching is relieved—your eyes look clearer.

I bath is more than a cleanser. It is a specialist's own prescription, developed by McKesson & Robbins, who have supplied physicians and hospitals since 1833. You can safely use I bath as often as you like in Hay Fever.

Your druggist sells a tall bottle of I bath for 50 cents. An eye-cup comes with every bottle.

McKESSON & ROBBINS

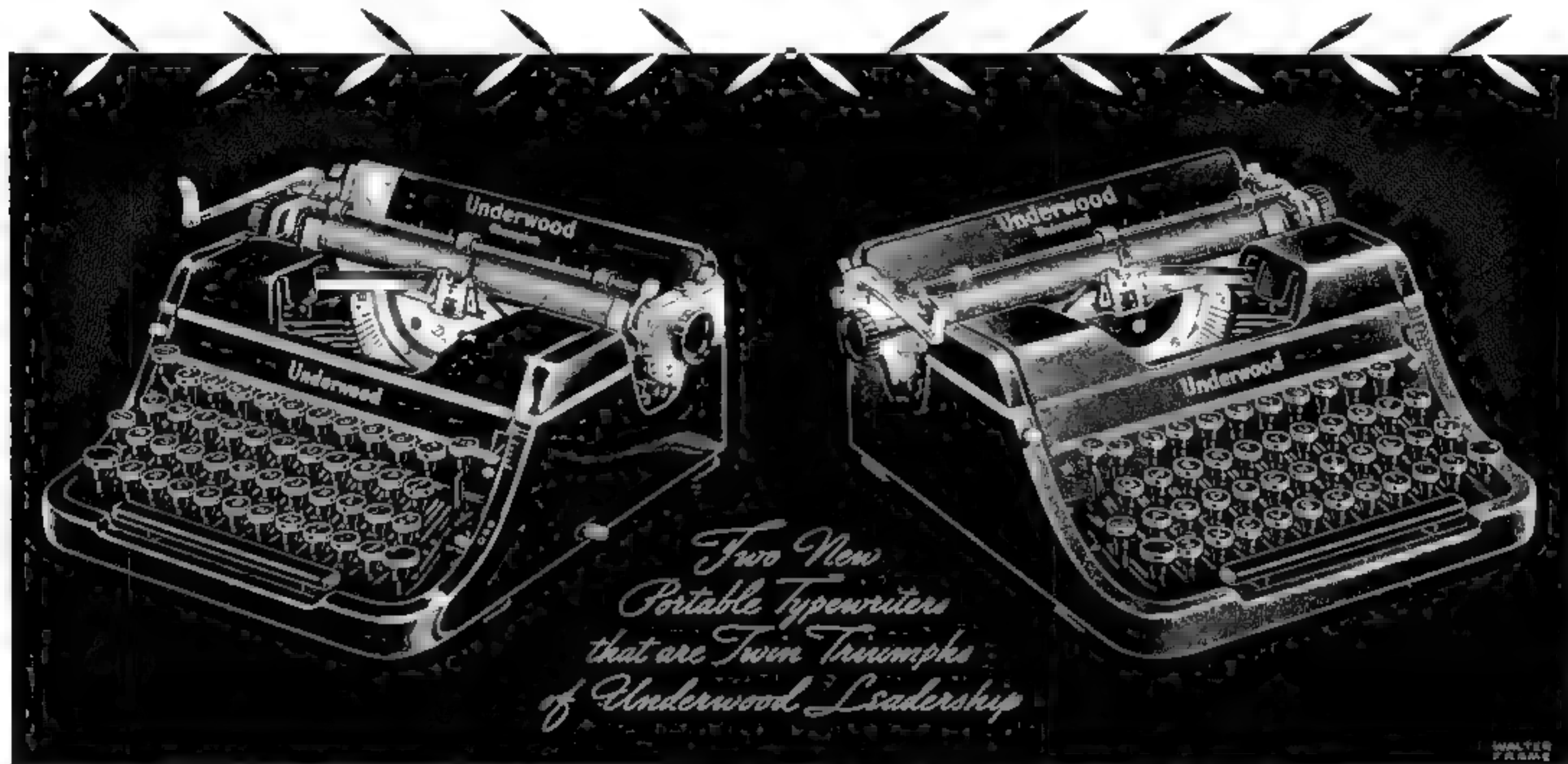
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Presents the New



The Underwood Typewriter Portable, Champion model, \$64.50, including carrying case. Easy terms.

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UNDERWOOD engineers have given them outstanding typing performance. Underwood designers have given them smartness and style. And now Underwood dealers are ready to present them to you as the world's major developments in personal writing machines. The new Typemasters are here!

So easy to operate even novices make good typing headway from the start. So fast that World's Champion typists have equalled their best performance on them. So dependable they'll take all the typing punishment untrained fingers can hand out and go on doing it for years without quitting on the job.

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From every angle your choice of portables should be one of the new Underwood Typemasters. Note how even in the back of the new machine the action is sealed, giving greater protection against dust and injury, greater appeal to the eye that appreciates true harmony of line.

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Check these Underwood features point by point
You'll look for most of them in vain on any other portable in the world.

- 1 New Sealed Action Frame providing quieter operation and maximum protection against dust and injury
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- 4 100 per cent Typing Visibility
- 5 Complete accessibility to type bars and ribbon spools.
- 6 Keyboard Controlled Ribbon Shifting Device.
- 7 Back spacer on left hand side—normal typing position

UNDERWOOD ELLIOTT FISHER COMPANY, 1 Park Ave., New York, N. Y.
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Name

Street

City State

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These lovely new oriental pajama suits are the smartest of gifts for home and away, sport wear and gift. All hand-embroidered in silk floral design in two fascinating pastel shades of red or green. Long sleeves and cuffs richly trimmed in same color. Also in Large, Medium, or Small.

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Summer sun robs hair of the vitality that scientific XERVAC treatments can restore. Through alternating vacuum and pressure, the XERVAC tends to produce a normal circulation in the deep network of capillaries that nourish the hair cells, and to stimulate normal and vital hair growth. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to

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PICTURES TO THE EDITORS



TRICYCLE TRAILER

Sirs

America may have its luxurious automobile trailers, its Douglas transports and streamlined trains, but I nominate as exclusively Australian the transport system shown in this picture. The tricycle trailer I believe is limited to Melbourne, where it is popular among a certain section of the younger set.

ARTHUR PEARCE
Melbourne E. 6, Victoria,
Australia



ABOVE, L. TO R.: NANCY MAE COON, NORMA HAHN, GAY ANN MORLOCK, JOAN JEAN LEONARD, URSULA MARY KEREKES.



"QUIN-TWIN"

Sirs

On a hunch from this office The Toledo News-Bee, a Scripps-Howard newspaper, ran a "Quin-Twin" contest in which they attempted to find the Toledo girls of Quintuplet age who most closely resembled the individual Quintuplets Yvonne, Cecile, Marie, Emilie and Annette. More than 150 baby girls were

entered and the winners (see above) were dined and "wined" (on milk) at the Commodore Perry Hotel.

After looking at some of the other recent Quintuplet pictures, you will note that these three-year-olds reveal identical mannerisms when photographed by Clarence Bailey of the News-Bee.

MAX B. COOK

Scripps-Howard Newspapers
New York N.Y.

FIRST CAME STEEL ... *then* COP-R-LOY



SEENAUJEN

Lucky Lady • • with the touch of a finger she controls the world's most willing servitor, *ELECTRICITY*—yielding light, releasing harnessed power, and providing a magic force that brings to her ear words whispered at the other end of the earth. Behind and beyond the seeming simplicity of this modern miracle is the labyrinth of light and power transmission lines encased in rigid conduit made of COP-R-LOY ... *the path of steel for the child of fire* ... guarding vital wires against the touch of corrosion that brings failure to the system. This famous copper alloyed steel protects the distribution of light and power for many of America's greatest projects. It is selected by engineers for its plus of endurance as demonstrated under conditions where salt air moisture and other corrosive elements are unusually severe. Triangle Rigid Conduit, fabricated either from COP-R-LOY or from Wheeling Steel, hot galvanized and lacquered finished, is produced by the Triangle Conduit and Cable Company of Brooklyn, New York and Wheeling, West Virginia. It's Wheeling Steel.

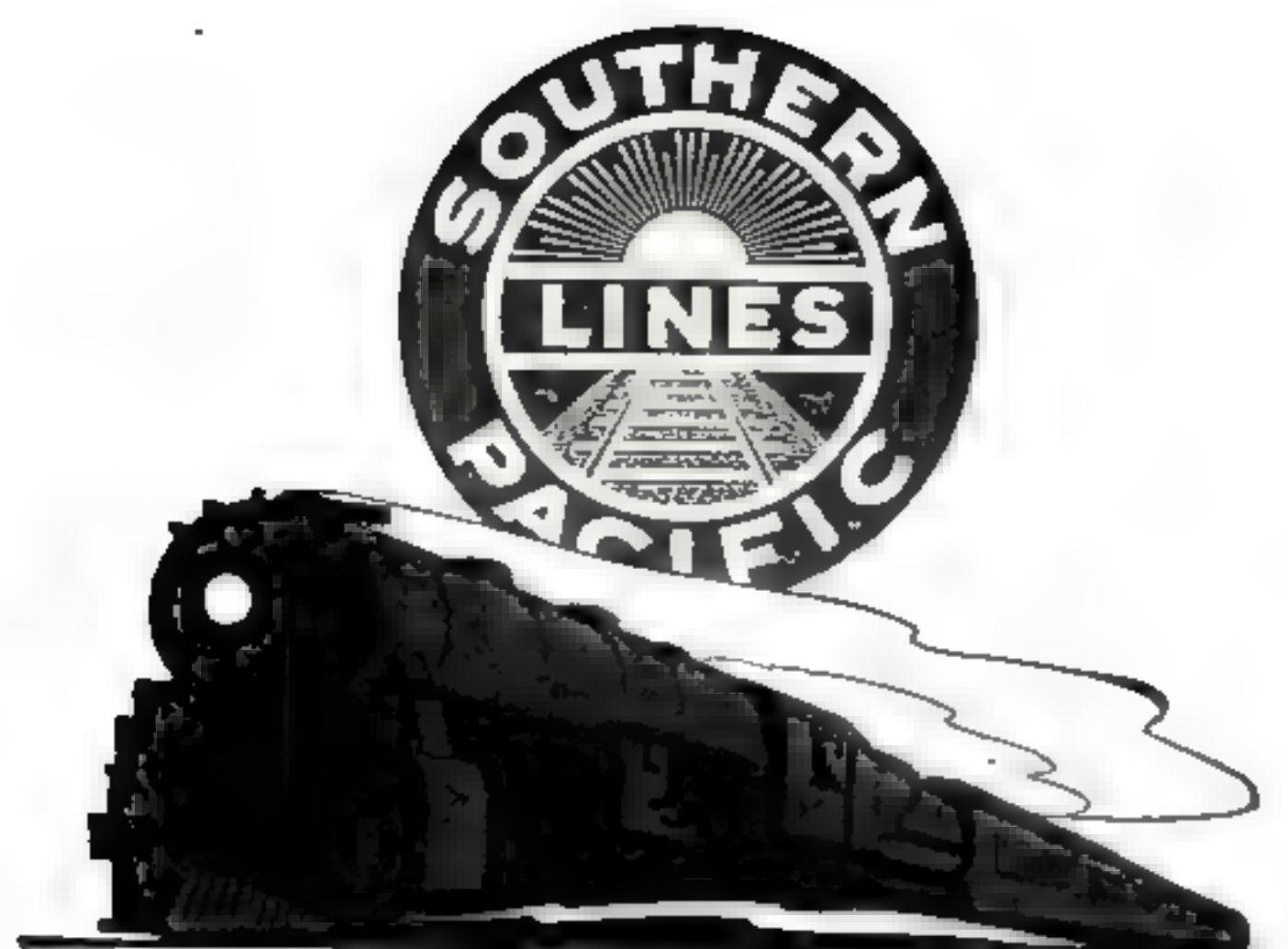


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*Another new economy train to California
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with soft reclining seats like your
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for tourist passengers

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for women and children
exclusively

In January, Southern Pacific and Rock Island inaugurated the *Californian* between Chicago and Los Angeles. A smart, completely air-conditioned train for coach and tourist passengers exclusively, the *Californian* was an instant success.

Now comes the *San Francisco Challenger* between Chicago and San Francisco, daily starting September 15. Operated by Southern Pacific, Union Pacific and North Western, it will offer transcontinental travelers the same services and economies as the *Californian*.

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Between CHICAGO and CALIFORNIA:

\$34.50
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in the luxurious chair cars of the *San Francisco Challenger*. Fares in tourist sleeping cars are slightly higher.

For literature describing the *San Francisco Challenger* and the *Californian* and examples of low coach and tourist fares from your city, write O. P. Bartlett, Dept. LE-9, 310 So. Michigan Ave., Chicago.

Southern Pacific

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PICTURES TO THE EDITORS

(continued)

HOLLYWOOD HOMES

Sirs:

These aerial photographs are of the homes of three prominent motion-picture celebrities near Hollywood. Photo No. 1 is of the estate of Al Jolson at Encino in the San Fernando Valley.

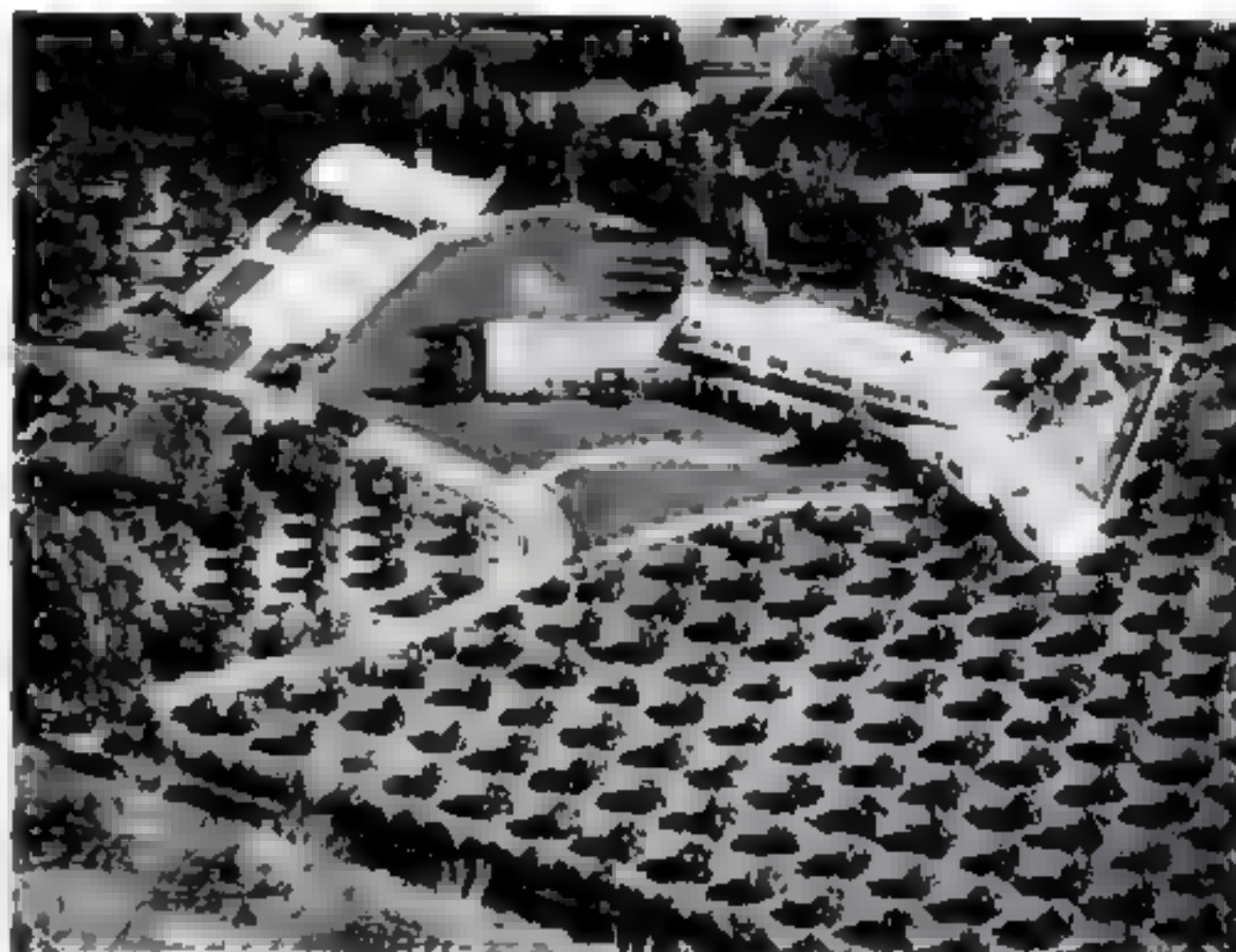
Photo No. 2 is the home of Josef Von Sternberg, Hollywood director. This estate is in the San Fernando Valley near

Chatsworth. Built entirely of steel this strange-looking edifice was designed to withstand earthquakes. Entirely surrounding the front and north sides of the building is a water moat.

Photo No. 3 is the home of Crooner-Actor Bing Crosby near the Toluca Lake district of the San Fernando Valley.

HILBERT BURROUGHS

Los Angeles, Calif.



AL JOLSON'S: ORANGE GROVE (RIGHT), POOL (UPPER LEFT)



JOSEF VON STERNBERG'S: WATER MOAT ON TWO SIDES



BING CROSBY'S: TENNIS COURT AND POOL (RIGHT)



In a Cup Race it's SEAMANSHIP

There's a master
trained crew in every
N. H. M. HOTEL, too!

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the job, then endless training until boat
and crew are welded into one living thing,
instantly responsive to its skipper's will.
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we could tell you of our training courses,
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services for your ease and comfort—but
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IN NEW YORK • Belmont Plaza...Richard E. Daley, Manager. Lexington Avenue at 49th Street. 800 rooms with both tub and shower bath and radio, from \$3.00. Dancing in the Casino-in-the-Air.

IN CINCINNATI • Netherland Plaza...Max Schulman, Manager. 800 rooms with tub and shower bath, radio. From \$3 a day. Enjoy the Restaurant Continentale and Pavillon Caprice.

IN DETROIT • Book-Cadillac...W. O. Seelbach, Manager. 1,200 quiet, beautifully furnished rooms with bath. Rates from \$3 a day. Visit the cool and colorful new Esquire Room and Book Casino.

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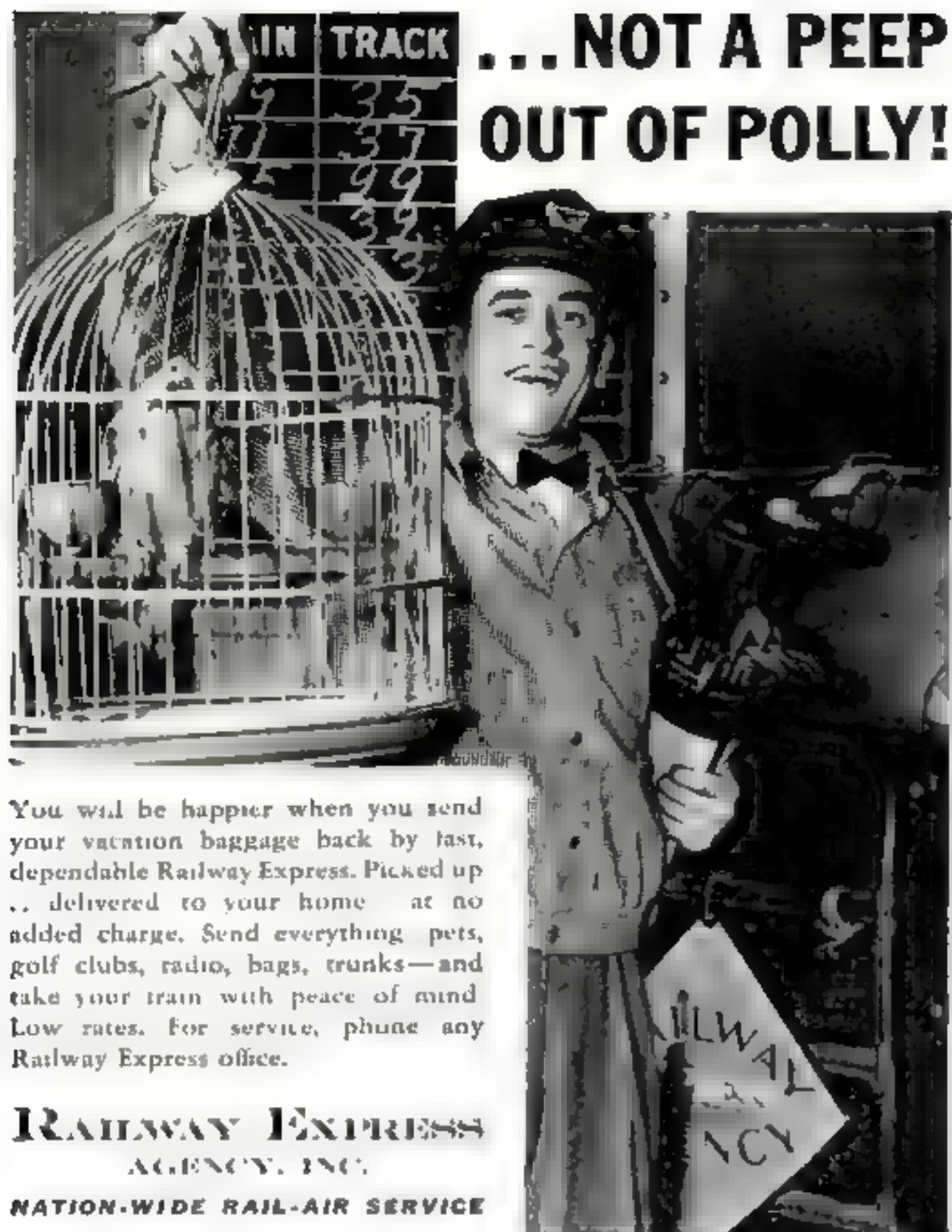
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PICTURES TO THE EDITORS

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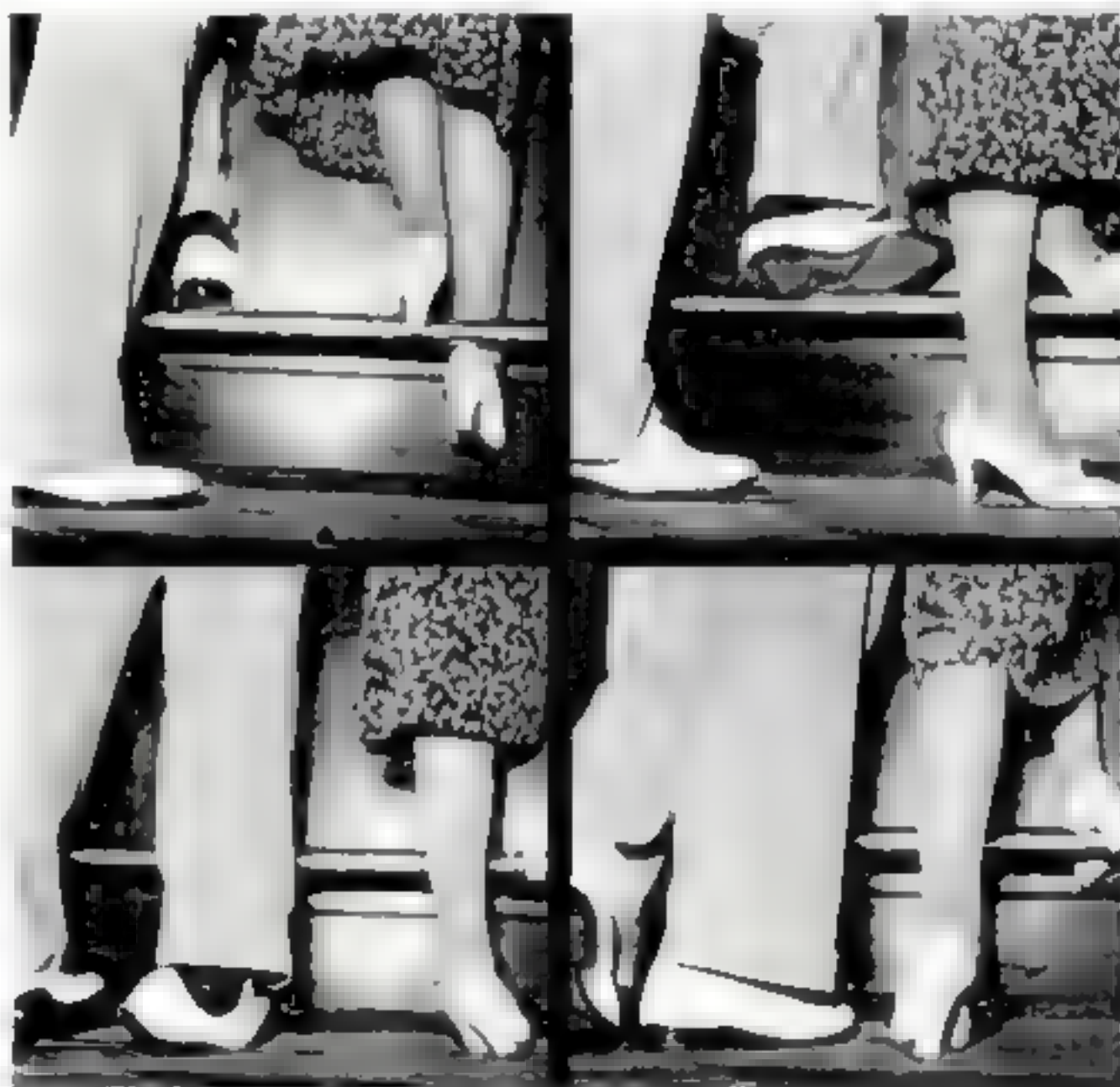
MRS. BOK BLOCKS TRUCKS

Sirs

Last week, all company trucks moving discarded oil tanks from Oquossoc, Maine, encountered an obstacle when they found an archway in Rangeley too low to allow their trucks to pass. A driveway around the arch, on property belonging to Mrs. Anne Bok was utilized by the truck drivers. Mrs. Bok saw them pass her window, protested vio-

lently. Only two of the three trucks got by. When the third came, Anne Bok procured a pillow and blanket, staged a lie-down strike in the middle of her driveway. Truck drivers called in County Road Commissioners, were told not to lay a hand on Anne Bok. State lawyers shook their heads. Officials finally gave up in disgust, tore the arch down.

LE ROY NILE
Kennebago Lake, Me.



MICHIGAN AT BAR

Sirs

When Michigan legalized liquor three years ago, one of the stipulations was that the drinks must be sipped sitting—no standing at the bars as in the saloon days.

Recently, the State's Liquor Control Act was amended to permit drinkers to stand. The change found Michigan's feet, softened by three years of sitting,

totally unprepared to cope with the brass rail. The photos above will give you some idea of the footwork visible in a Detroit bar as people began to accustom themselves again to perpendicular drinking. Skater's ankle, a serious affliction, soon makes its appearance. But the lady and gent are game despite their aching ankles.

ROY BASH

Detroit Times
Detroit, Mich.



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These sharp-edged blocks and deep grooves hold the road like teeth in a gear — to give you protection against skids and slides — plus positive traction and safe braking.

On any road in any weather, you'll be safer if you ride on Miller Deluxe Geared-to-the-Road Tires.

When pavements are wet, or slippery with mud, slush or snow — and even where there is no pavement at all — the Miller Geared-to-the-Road tread gives you positive traction, safe braking and full protection against slipping and skidding.

This fine safety tread is built on to an equally safe tire body — made of extra strong cords, each insulated completely in rubber. And the whole tire is strongly reinforced at all vital spots — to give you greater protection against road shocks and dangerous blowouts.

Wherever you see the Miller dealer's sign, you may be sure of getting — at ordinary tire prices — both extra safety and long mileage.

Factories: Akron, Ohio and Los Angeles, California

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"1937 is Miller's 45th year in Rubber"

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GARBO IN WAX

**NO WONDER
1,700,000
PEOPLE BUY LOOK
AT NEWSSTANDS
EVERY 2 WEEKS!**

LOOK'S popularity is not accidental. Four years' testing and pre-proving what people wanted to read, see and learn resulted in Look... the irresistible picture magazine. And America's sensational response to Look's editorial technique is 1,700,000 newsstand buyers, and more to come, every two weeks! Look, at 10c, already has passed all 5c weeklies in newsstand sales per issue.

From every corner of the earth, Look's editors seek out the interesting, the vital, the curious, caught by the eye of the camera right when it happens! And more than this, Look's editors have originated a new editorial technique by which feature stories are told entirely by pictures, headlines and brief captions.

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LEPER PRIEST



SERIAL STORY



IRON LUNG



THIRD DEGREE



PICTURES TO THE EDITORS

(continued)

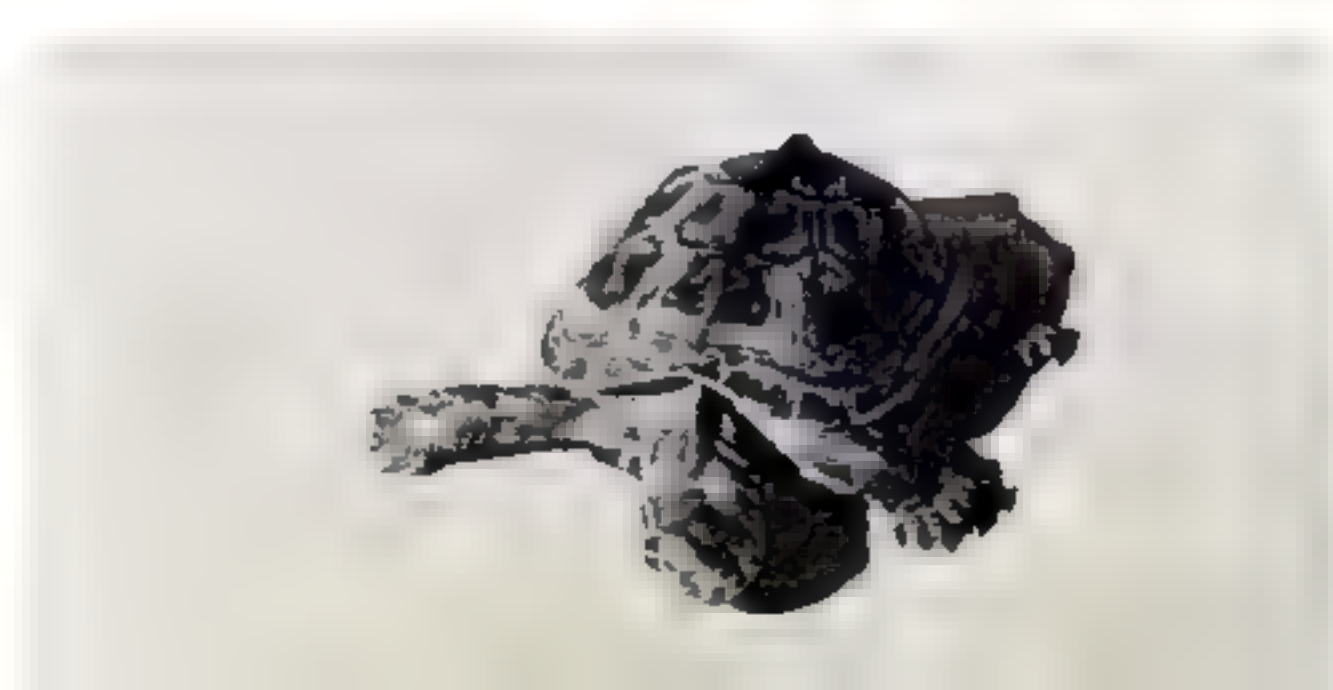
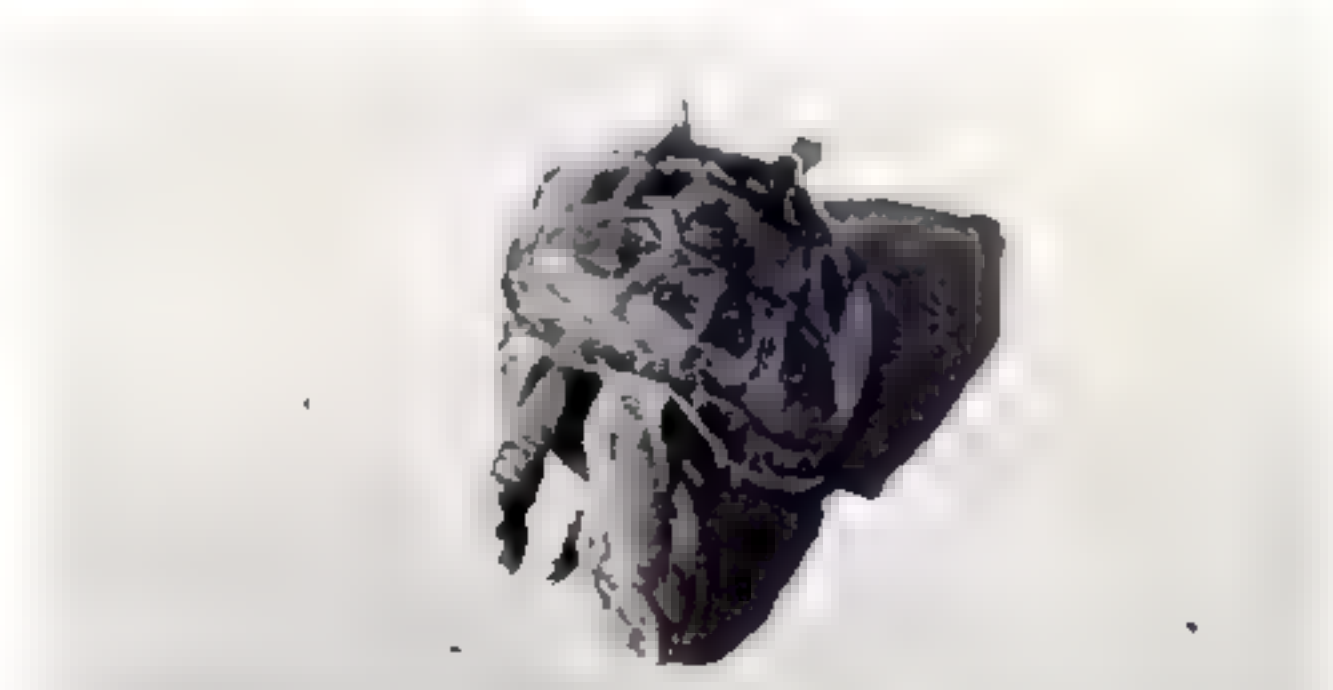
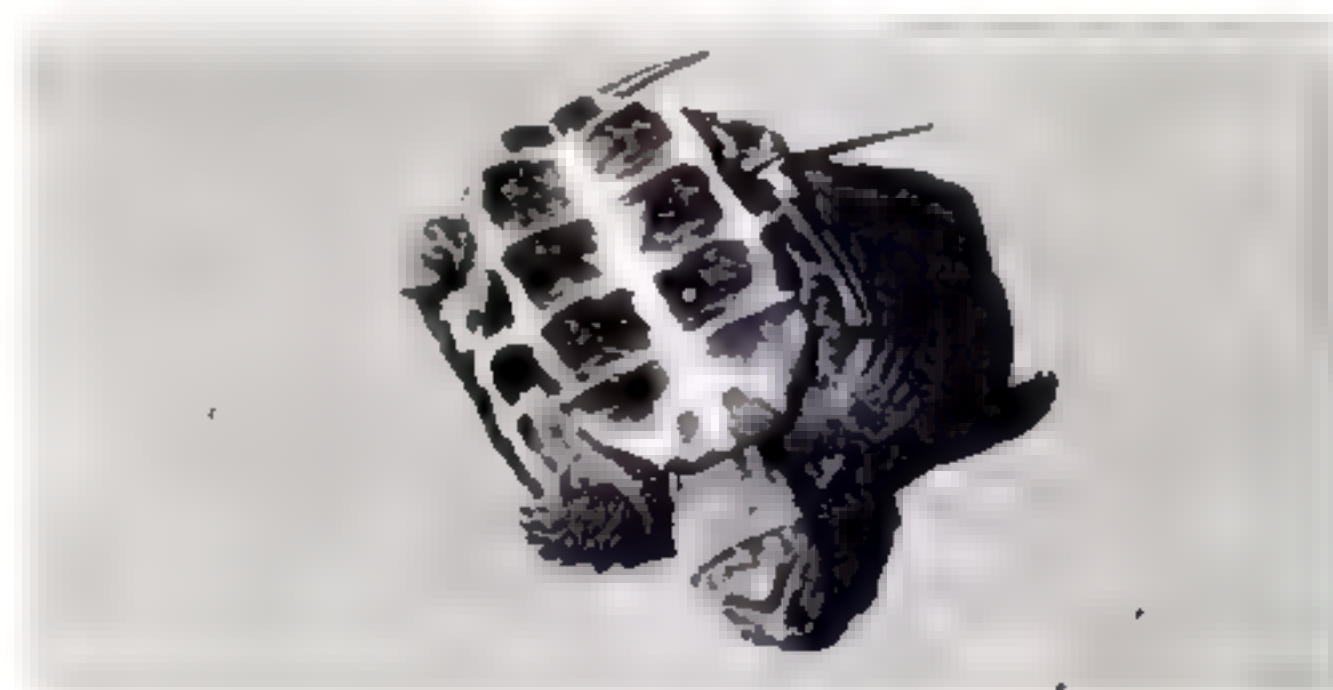
TORTOISE TURNS TURTLE

Sirs,

Not every tortoise can turn on to his tummy after he's been placed on his back. But the tortoise below did a jujitsu stunt with his neck to regain his equilibrium. The photos start with

him on his back. He sticks out his neck, and presses hard on the ground. Up goes his body until it just balances. A leg topples it over and then, down it comes and Mr. Tortoise gathers himself together and walks off.

STEVEN HENTY
Melbourne, Australia.



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IRISH FOR

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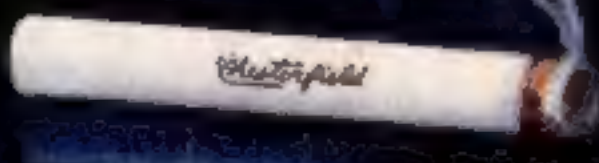
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friendly green parrot has become my boon
companion and gives me so much pleasure
I call him Colonel **SATISFY**... the best
name I know for pleasure.



Chesterfields will give
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They Satisfy